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CITY OF TORONTO
THE
LONGWOODS REPORT
ON HOUSING:

PUBLIC ATTITUDES AND
PERCEPTIONS OF
HOUSING IN ONTARIO

The Longwoods Research Group Limited

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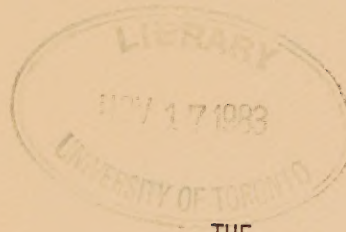


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THE
LONGWOODS REPORT
ON HOUSING:

PUBLIC ATTITUDES AND
PERCEPTIONS OF
HOUSING IN ONTARIO

Prepared for:
The Ontario Ministry of Housing

June, 1981
LF 331

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

To assist the Ministry of Housing to formulate:

- program priorities and
- communications plans

the Longwoods Research Group Ltd. was commissioned to design and conduct a survey of Ontario residents on a number of housing-related topics.

The in-home hour-long survey was conducted with a representative sample of 399 male and female heads of households in 4 urban communities:

	<u>Sample</u>
Metro Toronto	161
Kitchener/Waterloo	78
Sault Ste. Marie	80
Peterborough	<u>80</u>
	399

The in-depth survey covered:

- a number of housing issues and concerns
- reactions to 7 selected options for meeting future housing needs
- the desired role of government in the housing field.

The interviews were conducted during the month of April, 1981.

This section of the report summarizes and integrates the findings of this study.

HOUSING ISSUES AND CONCERNS

- Most Ontario residents (91%) are happy with their accommodations, especially those who own their residence (97%).
- However, the majority of the general public (85%) have some concerns about housing during the 1980's. Those most concerned are younger (under 35), living in smaller urban centres (i.e. not Metro Toronto) and those who anticipate moving in the foreseeable future.
- The most frequent concerns are about high mortgage rates and high housing costs -- in short, the cost of accommodation (Table 58). Most people (90%) think that fewer people will be able to afford to buy a home in the future.
- Of the 48% of Ontario residents who anticipate moving in the foreseeable future, 35% think that it will be very difficult to find the type of accommodation they want at a price they can afford.

Energy

- The cost of energy, and energy efficiency (insulating) are also of concern. Most people think that:
 - because of increasing energy costs, it is very important to properly insulate older buildings now (95%)

- increasing transportation costs are making it more attractive to live closer to work (78%)
- Just over half (52%) of Ontario residents are interested in having an energy audit conducted on their home.

Size of Residence

- Even though only 17% think that their family will be larger at the time of their move, 45% expect to be moving to a residence larger than their current one. At the same time, most people, young and old (84%), agree with the statement that:

"Because of increasing energy and land costs, we will have to settle for smaller homes and apartments in the future."

Among those who anticipate moving in the foreseeable future:

- It is young people who expect to be living in a large residence in the future (18-34: 65% vs. 10% for those 55+). Since larger residences typically cost more to obtain and maintain, younger people appear to be assuming that their growing incomes will allow them to acquire larger accommodation in the future.
- Many older people are looking for smaller residences (55+: 65% vs. 10% for those 18-34).

- Size and cost of accommodation are not the only important housing factors, however (see Table 4). Also important are:
 - proximity to amenities (stores, schools, transportation, parks, and work)
 - aesthetics of the neighborhood
 - physical condition/workmanship
 - design and layout.

REACTIONS TO HOUSING OPTIONS

Seven options for meeting future housing needs were presented to the respondents. While reactions to each option varied from extremely positive to extremely negative, the overall preferences were quite clear (see Figure A).

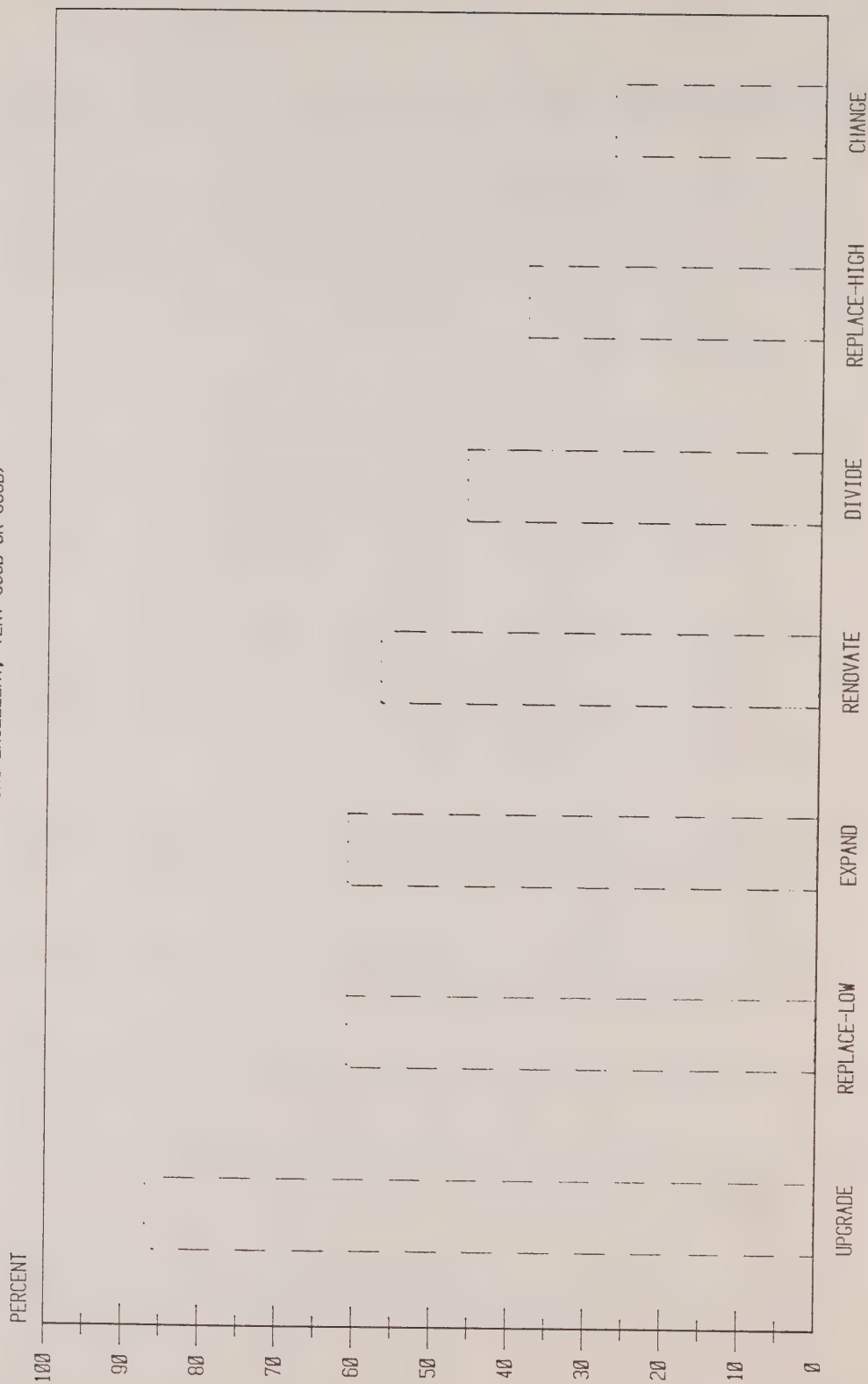
Ranking the options from the most to the least preferred:

- 1) Repairing, insulating and generally upgrading houses and apartments, in older neighborhoods of your city. (UPGRADE)
- 2) Removing rundown buildings and replacing them with new low-rise buildings, such as townhouses, row houses and low-rise apartments and condominiums. (REPLACE-LOW)
- 3) Building new housing, ranging from detached houses to apartments and condominiums, on land on the outskirts of your city. (EXPAND)
- 4) Gutting and completely renovating rundown houses and apartments, in older neighborhoods in your city. (RENOVATE)
- 5) Dividing big houses into smaller individual units. (DIVIDE)
- 6) Removing rundown buildings and replacing them with new high-rise apartments and condominiums. (REPLACE-HIGH)
- 7) Changing available non-residential buildings, such as warehouses and factories, into apartments or condominiums. (CHANGE)

FIGURE A

RATING OF HOUSING OPTIONS

(% RATING EXCELLENT, VERY GOOD OR GOOD)



HOUSING OPTIONS

- Table A summarizes impressions of the 7 housing options in terms of:
 - overall rating
 - crowding
 - perceived cost
 - attractiveness
 - probable use.
- As shown in Table A, living in new housing in the suburbs is still relatively attractive to many members of the general public. However, it is seen as expensive in terms of transportation, and a poor use of farm land (see Tables 23 & 26).
- All of the remaining options that have to do with modifying existing structures, are not equally supported. These options can be divided conceptually into 4 different types:
 - 1) upgrading or completely renovating older residences
 - 2) replace older residences with new (low-rise or high-rise) structures
 - 3) dividing (duplexing) single family dwellings
 - 4) converting non-residential buildings into living units.

TABLE A

REACTIONS TO HOUSING OPTION

	PERCENT OF RESPONDENTS				
	RATED GOOD TO EXCELLENT (399)	WILL CAUSE CROWDING (399)	AFFORDABLE BY RESPONDENT (399)	ATTRACTIVE TO RESPONDENT (399)	PROBABLY RESIDENCE DURING NEXT DECADE (399)
OPTIONS:					
Upgrade existing housing	87	23	66	61	44
Replace rundown buildings with low-rise	61	59	71	31	21
Expand - building new housing on city outskirts	61	24	48	43	28
Completely renovate rundown housing	57	26	49	45	26
Divide big houses into smaller units	46	64	74	20	12
Replace rundown buildings with high-rise	38	71	52	16	10
Change non-residential buildings	27	52	58	14	7

1) Upgrading and Renovation

Fewer people anticipate moving during the next 5 years than moved during the past 5 years (32% vs. 47%). If supported by other indicators, this finding suggests that there will be ever-increasing interest in upgrading and renovating, as people think more about improving their existing residence rather than trading up. Not surprisingly, this study shows upgrading to be the most attractive approach for meeting future housing needs. Complete renovations are not far behind in popularity, especially in Metro Toronto, although they are viewed as more costly.

Support for upgrading and renovating is consistent with the majority who think that:

- it is important to preserve older buildings (88%)
- a reference centre on renovation and energy conservation is needed (86%)
- major repairs on rental units for low-income families should be subsidized (83%).

In addition, the majority think that:

- a warranty program for renovations and conversions is needed (90%).

2) Replacement Housing

The majority of the general public (57%) think that renovating older buildings can often be just as expensive as replacing them. Furthermore, replacing older buildings is generally viewed as:

- providing more housing units, in good locations
- being an efficient use of land
- improving neighborhoods
- providing more modern, energy efficient housing.

When it comes to replacement, low-rise buildings are clearly preferred to high-rise buildings.

3) Duplexing

Dividing single family dwellings into two or more units is viewed as the most affordable of the seven options, but it is not attractive to many people (see Table A). Those in urban centres other than Metro Toronto rate the divide option more positively (good to excellent idea: other centres, 53% vs. Toronto, 37%).

Just less than half of Ontario residents (47%) oppose changing the zoning by-laws to permit more duplexing and 58% opposed duplexing in their neighborhood. Sixty-three percent of home owners were opposed to duplexing in their neighborhood, 51% strongly.

Despite the higher ratings accorded the duplexing option (dividing big houses into smaller individual units) by urban residents outside of Metro Toronto, at least as many of them oppose duplexing in their neighborhood (61% vs. 55% in Metro Toronto).

4) Changing Non-residential Buildings

The idea of changing available warehouses and factories into apartments and condominiums was not well received -- 56% did not think that the Ontario government should encourage this type of housing. Part of the negative view may spring from a misunderstanding voiced by some respondents. Some felt that such conversions would involve currently active facilities, thus putting people out of work (8%). However, most respondents had other concerns including:

- the cost of renovating warehouses and factories
- that the buildings and their locations would not be suitable for residences (see Tables 51, 53 & 54) in terms of:
 - aesthetics
 - services
 - noise/traffic
 - other industrial activity
 - pollution.

Housing of this nature currently does not enjoy an attractive image in the minds of many Ontario residents. However, 12% rated this option as an excellent or very good idea and 35% thought that this type of housing should be encouraged by the Ontario Government.

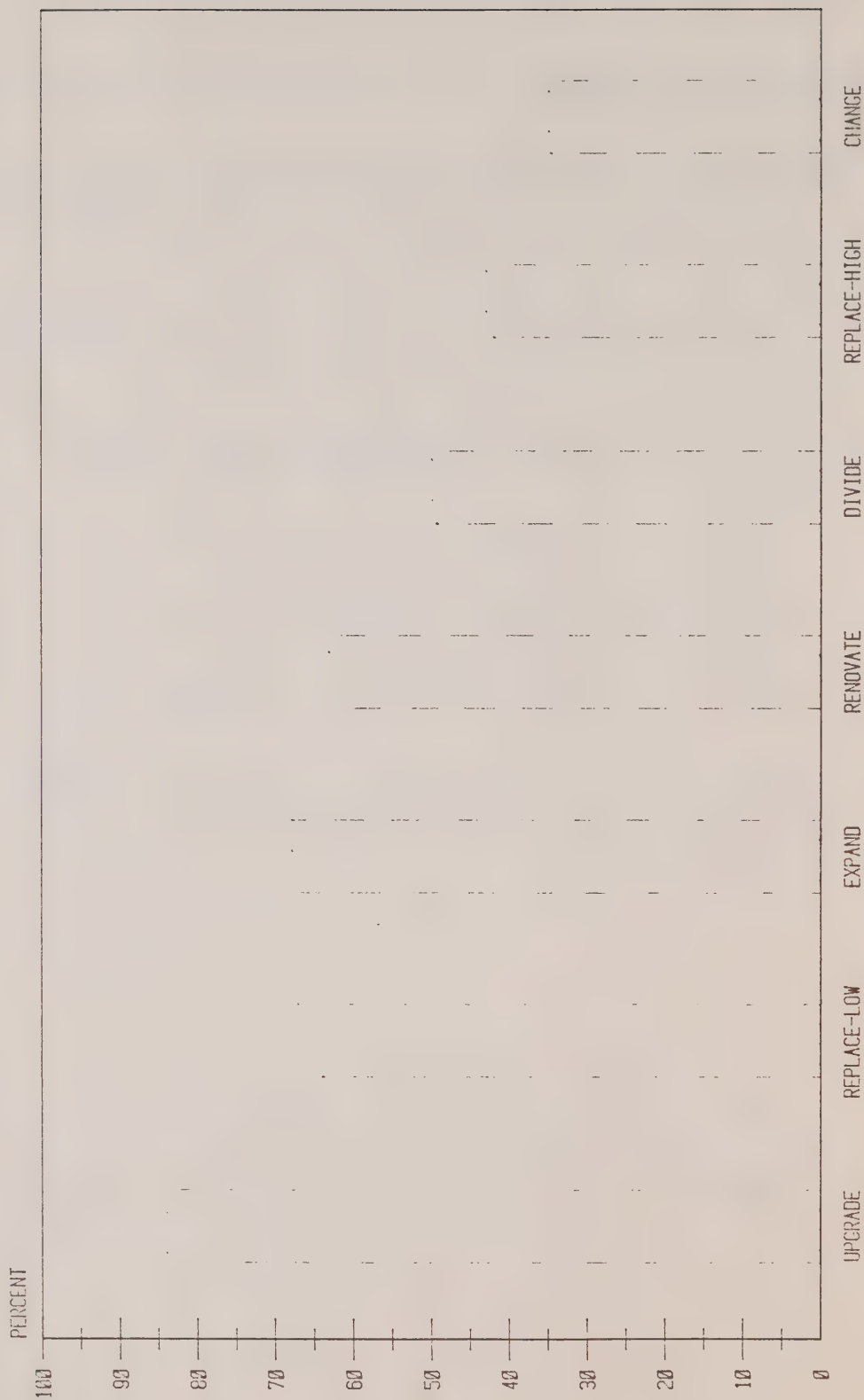
DESIRED ROLE OF GOVERNMENT

- The majority of Ontario residents think that government has a role to play in the housing field (63%).
- When asked what the government should do, only 5% indicated that the government should do nothing about housing.
- When it comes to housing, Ontario residents would like to see government:
 - control or lower interest/mortgage rates
 - set and enforce construction standards
 - assist selected activities using subsidies and grants (See Table 59).
- As shown in Figure B, Ontario residents want the Ontario Government to encourage the 7 housing options considered as part of this study, but to varying degrees.

FIGURE B

ONTARIO GOVERNMENT SHOULD ENCOURAGE

(% OF RESPONDENTS)



HOUSING OPTIONS



BACKGROUND AND PURPOSE

- C) Changing available non-residential buildings, such as warehouses and factories, into apartments or condominiums. (CHANGE)
- D) Dividing big houses into smaller individual units. (DIVIDE)
- E) Removing rundown buildings and replacing them with new low-rise buildings, such as townhouses, row houses and low-rise apartments and condominiums. (REPLACE - LOW)
- F) Removing rundown buildings and replacing them with new high-rise apartments and condominiums. (REPLACE - HIGH)
- G) Building new housing, ranging from detached houses to apartments and condominiums, on land on the outskirts of your city. (EXPAND)



RESEARCH OBJECTIVES

RESEARCH OBJECTIVES

This study was designed to determine, among the general public:

- 1) How satisfied people are with their current housing. What they would like to change.
- 2) How many anticipate moving in the foreseeable future. The types of housing that they are looking for. How much difficulty they anticipate in finding what they want.
- 3) The degree to which each of the housing options are supported as acceptable ways of meeting future housing needs. Reasons for support or non-support.
- 4) Images of the seven different types of housing in terms of cost, attractiveness, crowding and need for encouragement by government.
- 5) Opinions on housing, energy issues, renovations, duplexing and government involvement.
- 6) Concerns about housing during the 1980's.
- 7) What respondents think the government should do in the housing field.



METHOD

METHOD

Sampling Plan

The sampling plan was designed to:

- be reasonably representative of urban residents.
- allow for comparisons between urban centres of varying size.

As shown in Table B, 399 respondents were interviewed in the four urban centres of Metro Toronto, Kitchener/Waterloo, Sault Ste. Marie and Peterborough. Owners and renters were selected to closely approximate the estimated own/rent ratio of each centre.

Metro Toronto residents make up 36% of Ontario residents living in urban centres of more than 25,000.¹ In this study 40% of respondents were recruited from Metro Toronto, making the overall sample reasonably representative of urban dwellers in population centres of over 25,000.

Procedure

The interviews were conducted personally in the home of the respondent.

¹Ontario Municipal Directory, 1980

TABLE B

HOUSING SURVEY SAMPLING PLAN

	Est. 1980 Population*	Dwellings Owned Est. % Sample	# of Respondents Quota Sample
Metro Toronto	2,914,000	56% 60%	160 161
Kitchener/Waterloo	288,000	60% 62%	80 78
Sault Ste. Marie	81,200	73% 70%	80 80
Peterborough	65,600	66% 67%	80 80
			400 399

*Canadian Markets 1981 (The Financial Post)

Respondents were selected using a random block design, in order to ensure that sampling was distributed across each urban centre. Heads of households were selected with quotas for sex (half of the respondents were male and half were female) and home ownership (with separate quotas for each urban centre - shown in Table B). Those associated with:

- an advertising agency
- a TV station, radio station, magazine or newspaper
- the Provincial or Municipal Government
- a construction company
- a marketing research firm

were excluded from the survey. Contact tallies are shown in Appendix A.

The questionnaire was designed specifically for this survey. The questions and the descriptions of the housing options were prepared in cooperation with representatives of the Ministry of Housing's Housing Renovation and Energy Conservation Unit. The questionnaire is shown in Appendix B.

The questionnaire was lengthy, taking about 60 minutes to complete. To prevent bias, the seven housing options were presented in random order. Those portions of the questionnaire dealing with the housing options, were colour coded to avoid confusion.

Following pretesting of the questionnaire, fieldwork for this study was conducted between March 31 and April 27, 1981.

Respondent Characteristics

The majority of respondents:

- were between 18 and 54 years of age (70%)
- had no college or university training (67%)
- had a household income of less than \$25,000 (60%)
- were married (or living common law) (75%)
- owned their own home (64%)
- had a household size of 2 to 4 persons (79%)
- lived in a residence with 4 to 7 rooms (excluding bathrooms) (77%)
- lived in a residence less than 50 years old (79%)
- had been at their current residence less than 10 years (64%).

In comparison with respondents living in smaller urban centres, Metro Toronto residents were more likely to:

- have a smaller household size
- have fewer rooms in their residence
- live in an older building.

See Appendix C for further detail.

Statistical Analyses

All differences reported in the text are statistically significant at the 95% level of confidence; in other words, the chances are 1 in 20 that the observed difference is due to chance.

In the tables in this report, arrows (—▶) have been used to designate significant differences between percentages, at the 95% level of confidence. For example, the designations are as follows:

<u>City 1</u>	<u>City 2</u>	<u>City 3</u>	
40 —▶ 50 —▶ 60			- all 3 Cities differ significantly
50 —▶ 55 —▶ 60			- City 3 is greater than City 1
45 50 —▶ 60			- City 3 is greater than City 2
40 —▶ 55 60			- City 2 is greater than City 1

In tables reporting the responses given to open-ended questions, responses given by less than 3% of respondents have been omitted. Low frequency responses add little to our overall understanding of the main findings.

In the tables in this report, the sample size or "base" is reported in brackets.



DETAILED FINDINGS

FINDINGS

Satisfaction with Current Residence

The vast majority of respondents (91%) were either "very" or "quite" happy with their current residence (see Figure 1). Those most satisfied were:

- older (35+)
- living in smaller urban centres (Sault Ste. Marie, Peterborough)
- owners rather than renters (Table 1).

When asked, the majority of respondents (57%) did not report that their current residence was in any way inadequate for their current needs.

The most frequently cited inadequacies concerned:

- not having enough space
- the need for repair or insulation
- having too much space (Table 2).

FIGURE 1

OVERALL SATISFACTION WITH RESIDENCE

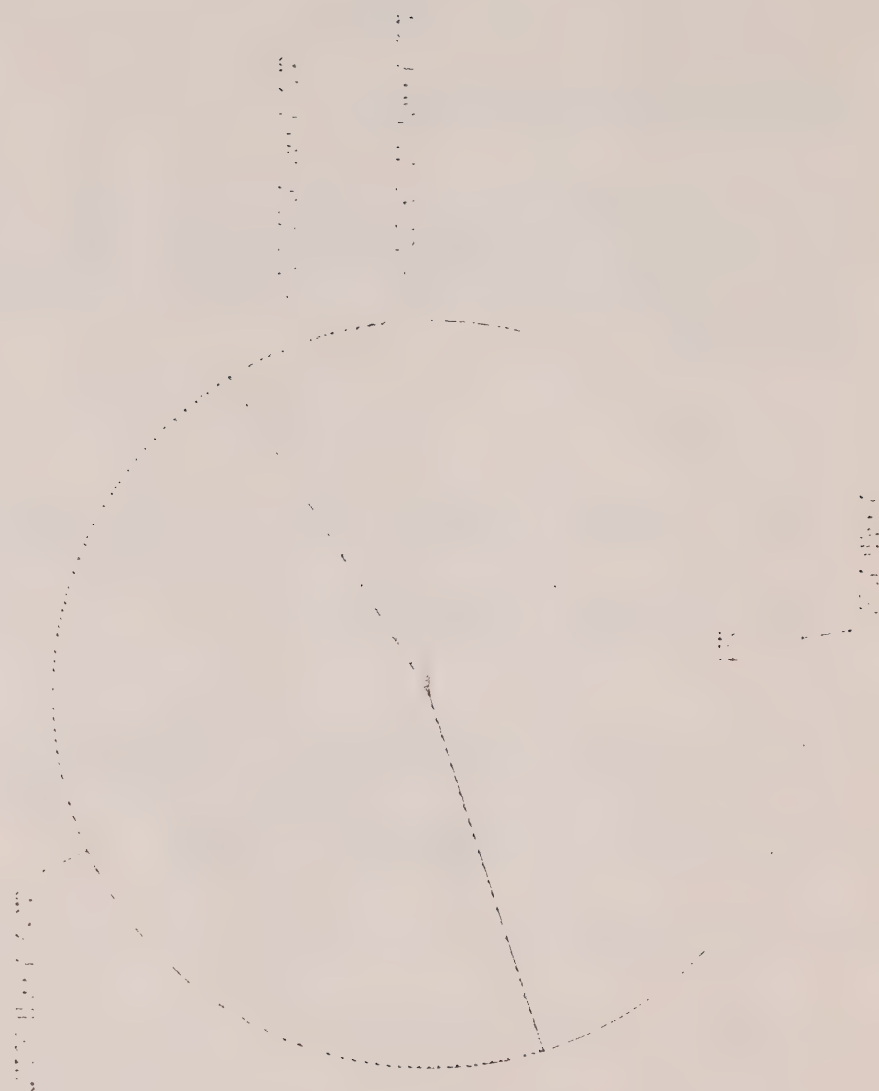


TABLE 2

INADEQUACIES OF CURRENT RESIDENCE

(QUESTION 4)

	% RESPONDENTS		
	Total (399) %	Metro Toronto (161) %	Other Cities (238) %
Adequate	57	62	53
Too small/not enough space/ area/not large enough	7	9	6
Need another bedroom/not enough bedrooms	4	1	5
No/not enough insulation	4	3	4
Too large for our needs	3	1	5
In bad condition	3	3	3
Not enough/no yard space/ property	3	1	3

4. In what ways, if any, do you consider your current residence to be inadequate for your needs? Anything else?

Anticipated Move

Just less than half (48%) of the respondents anticipated moving sometime in the foreseeable future (Figure 2). About one in three (32%) anticipated moving within the next five years.

In contrast, 47% of respondents have been in their current residence for less than 5 years (see Appendix C: Basic Data). It would seem that fewer people anticipate moving during the next five years than have moved during the past five years.

More likely to anticipate moving within one year are:

- younger people (under 35)
- those with lower household income (under \$15,000)
- renters rather than owners (Table 3).

While 63% of owners do not anticipate moving in the foreseeable future, 67% of renters do.

Metro Toronto residents, Peterborough residents and the residents of older homes are more uncertain about when they will move next (Table 3).

FIGURE 2

WILL MOST LIKELY MOVE

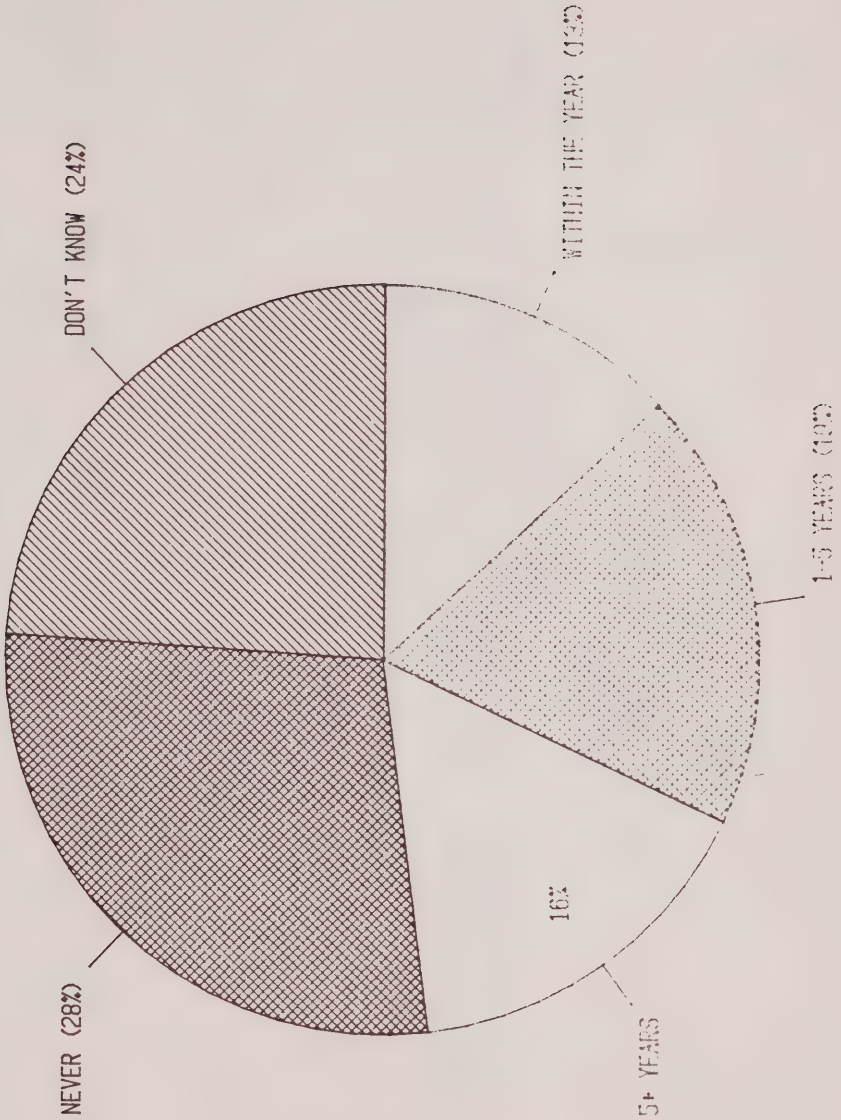


TABLE 3

WILL MOST LIKELY MOVE

(QUESTION 6)

	PERCENT OF RESPONDENTS										HOUSEHOLD SIZE			
	GENDER		AGE			FAMILY INCOME					1-2		3-4	
	Male (197)	Female (202)	18-34 (158)	35-54 (119)	55+ (121)	<\$15m (102)	\$15-25m (137)	\$25m+ (114)			(154)	(59)	(186)	(59)
Total (399)														
Within 1 year	13	15	24	5	7	29	7	9			16	10	12	10
1-5 years	19	21	32	11	10	19	20	22			20	14	20	14
More than 5 years from now	15	11	13	19	16	6	22	16			12	22	16	22
Never	28	28	9	42	40	25	25	25			27	32	28	32
Don't know/not sure	24	25	21	23	27	22	25	28			25	22	23	22

6. When do you think you will most likely move from your current residence? Do you think you will move . . .

TABLE 3 - (CONTINUED)

	PERCENT OF RESPONDENTS										
	Total (399)	LOCATION				OWNERSHIP		AGE OF HOME (YEARS)			
		Metro Toronto (161)	Other Total (238)	Kitchener/ Waterloo (78)	Sault Ste. Marie (80)	Peter- borough (80)	Own (255)	Rent (144)	<20 (121)	20-49 (195)	50+ (70)
Within 1 year	13	11	15	19	13	14	3	→ 31	17	10	13
1-5 years	19	19	20	26	23	11	14	→ 29	20	17	20
More than 5 years from now	15	11	19	24	15	16	20	← 7	20	15	11
Never	28	25	30	27	34	30	40	← 8	26	34	20
Don't know/not sure	24	34	← 16	4	→ 16	29	23	25	16	24	→ 36

What People Want in Their Next Residence

Two open ended questions were used to elicit the top-of-mind features that people are looking for in a new residence:

- 7a) When you move next time, what is the first thing you will look for when selecting a new place to live?
- 7b) What else will you look for when selecting a new place to live?
Anything else?

These questions were asked only of those who anticipated moving within the foreseeable future.

The combined responses to these two questions are shown in Table 4.

As might be expected, the respondents were looking for a variety of different features in their next residence. However, the following features emerged as most important:

- larger residence or property
- close to amenities (stores, schools, public transportation, work)
- smaller residence.

Closed ended questions revealed that:

- slightly more than a quarter of respondents anticipate being in a smaller residence in the future (28%)
- just less than half anticipate living in a larger residence (45%), even though only 17% of respondents anticipate a larger household size at the time of their next move (see Table 5).

Anticipated residence size was clearly age related as shown below:

	AGE ¹		
	18-34 (109) %	35-54 (42) %	55+ (40) %
Relative Size of Next Residence:			
Larger	65	29	10
Same Size	26	31	25
Smaller	9	40	65
	<hr/> 100	<hr/> 100	<hr/> 100

¹of those who anticipate moving in the foreseeable future.

TABLE 4

FEATURES WANTED IN NEXT RESIDENCE

(QUESTIONS 7A AND B)¹

	% RESPONDENTS LIKELY TO MOVE		
	<u>Total</u> (192) %	<u>Metro Toronto</u> (65) %	<u>Other Cities</u> (127) %
More room/space/a larger residence	23	29	20
Close to shopping/stores/plaza	17	22	15
Large/larger sized lot/property	16	8	20
Close to schools	14	18	12
Close to public transportation	12	18	9
Better/nice/respectable neighborhood/area	12	14	12
Small/smaller residence	12	5	15
A house - detached/single family	12	12	11
Quiet neighborhood/area/street	10	11	9
Reasonable/low rent	10	9	10
In the country/small town	9	6	11
Newer/more modern residence	8	8	8
A garage	7	6	8
Quality of structure/workmanship	7	6	9
Close to work/business district	6	9	5
More privacy/private	6	3	5
An apartment	6	5	7
Location/area	6	11	4
A yard	6	-	9
Area better suited for children/families - safer	6	5	6
Three bedrooms	6	-	9

(continued)

TABLE 4

(continued)

	% RESPONDENTS LIKELY TO MOVE		
	Total	Metro	Other
	(192)	Toronto	Cities
	%	(65) %	(127) %
In good condition/the overall condition	6	5	6
Reasonable/good/low price/cost - that I can afford	5	9	3
A garden/room for a garden	5	2	7
More economical to heat - good insulation/gas furnace	5	3	6
In/near city	5	2	7
A clean residence	5	8	3
Close to amenities/services	5	6	4
Little traffic - a back street	4	3	5
Good/quality plumbing	4	3	5
Nice landscaping - trees	4	5	4
Layout/design/floor plan	4	2	6
On one floor/no stairs	4	3	4
A basement	4	2	5
Bigger/good sized kitchen	4	5	3
More bedrooms	3	2	4
Lots of/more cupboard/storage space	3	-	5
Low density/uncrowded neighborhood	3	5	2
Family/recreation room	3	2	4
Close to recreation/entertainment facilities - park	3	3	3

¹ Combined responses

7a) When you move next time, what is the first thing you will look for when selecting a new place to live?

7b) What else will you look for when selecting a new place to live?
Anything else?

CHARACTERISTICS OF NEXT RESIDENCE

(QUESTIONS 8A, B, C, D AND E)

	% RESPONDENTS LIKELY TO MOVE		
	Total (192) %	Metro Toronto (65) %	Other Cities (127) %
<u>HOUSEHOLD SIZE</u>			
More people	17	17	16
The same	50	51	49
Fewer people	31	31	32
Don't know	3	2	3
<u>SIZE OF RESIDENCE</u>			
Larger	45	48	44
About the same	26	29	24
Smaller	28	23	30
Don't know	1	-	2
<u>TYPE OF DWELLING</u>			
Single family detached	61	54	65
Single family semi-detached	2	2	2
Town house	8	9	7
Row house	1	-	2
Condominium	-	-	-
Apartment in a house	6	9	4
Apartment in a low-rise	13	12	13
Apartment in a high-rise	6	11	4
Other	-	2	-
Don't know	3	2	3
<u>LOCATION</u>			
Central part of the city	33	32	33
Suburbs	41	46	39
Country	21	15	24
Other	-	-	-
Don't know	5	6	5
<u>OWNERSHIP</u>			
Own	57	57	57
Rent	40	42	39
Don't know	3	2	4

Of those who anticipated moving in the foreseeable future, the majority anticipated:

- owning their next residence (57%)
- living in a single family detached home (61%)
- living in either the suburbs (41%) or the central part of the city (33%).

Of those who currently own their residence, 82% anticipate owning their next residence. Of those who rent, 66% anticipate renting their next residence.

Anticipated Difficulty With Finding Affordable Housing

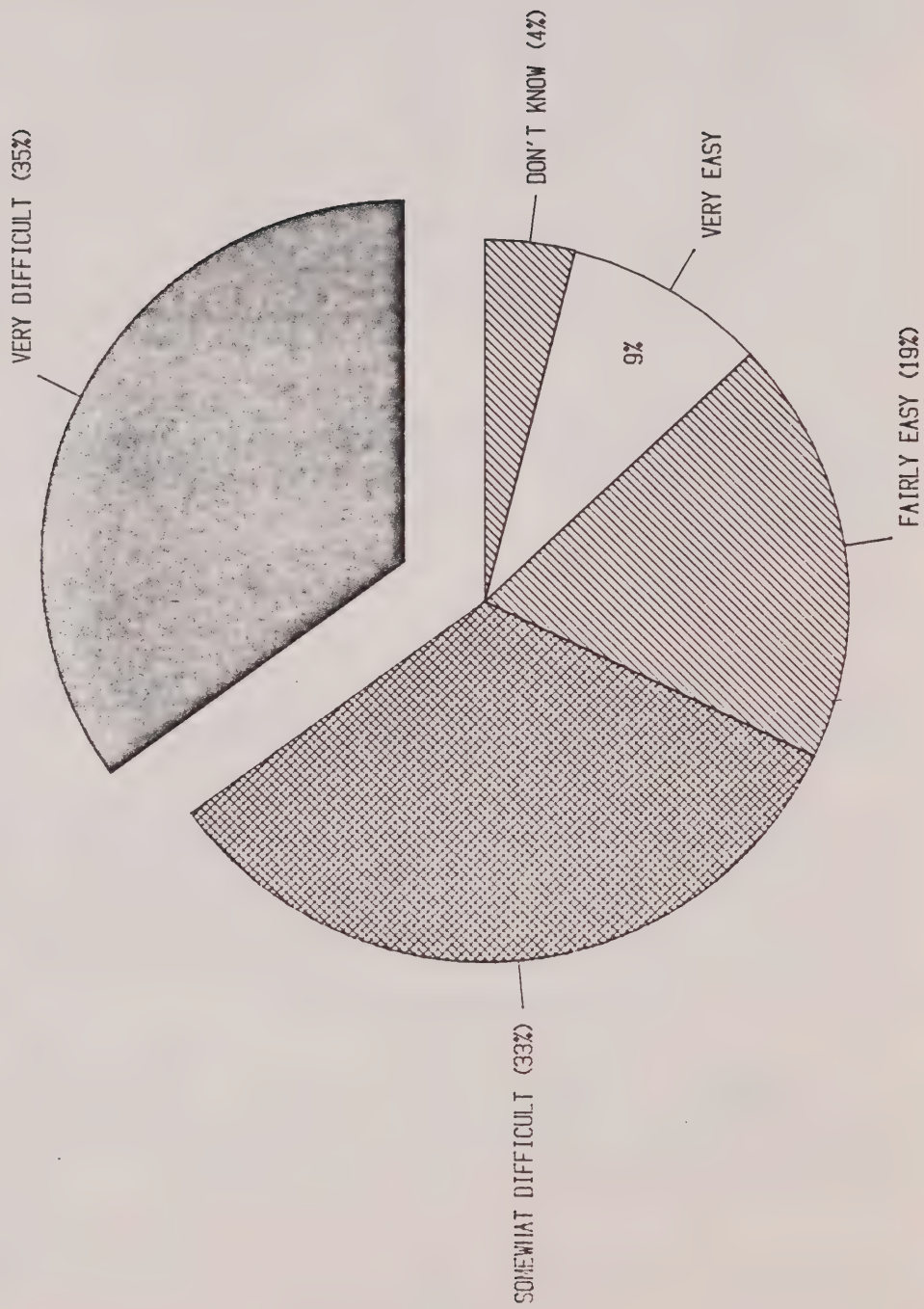
Of those who anticipated moving in the foreseeable future, 68% felt that it will be difficult to find the type of residence they want at a cost which they can afford. Less than 10% felt that it will be "very easy" to find what they want (Figure 3).

Renters anticipated greater difficulty finding the accommodation they want than did owners (44% vs. 26% -- very difficult).

FIGURE 3

FINDING AFFORDABLE HOUSING

(OF THOSE LIKELY TO MOVE - BASE=192)



Rating of Housing Options

The seven housing options were presented to respondents in random order. After each housing option was described, the respondents were asked to indicate their reactions to the option in terms of:

- advantages or disadvantages for meeting future housing needs
- an overall rating of the option, and reasons why
- image of the type of housing described (using agree/disagree statements).

This section provides an overview of the ratings of all seven housing options. The following sections deal with each option separately and in greater detail.

Respondents varied greatly in their ratings of each of the housing options as an approach for meeting the housing needs of the future. Each option received both poor and excellent ratings. However, options can be ranked according to the degree of support each received.

As shown in Table 6, ordering from the most to least preferred options:

- 1) (Most Preferred:) Repairing, insulating and generally upgrading houses and apartments, in older neighborhoods of your city. (UPGRADE)
- 2) Removing rundown buildings and replacing them with new low-rise buildings, such as townhouses, row houses and low-rise apartments and condominiums. (REPLACE - LOW)
- 3) Building new housing, ranging from detached houses to apartments and condominiums, on land on the outskirts of your city. (EXPAND)
- 4) Gutting and completely renovating rundown houses and apartments, in older neighbourhoods in your city. (RENOVATE)
- 5) Dividing big houses into smaller individual units. (DIVIDE)
- 6) Removing rundown buildings and replacing them with new high-rise apartments and condominiums. (REPLACE - LOW)
- 7) (Least Preferred:) Changing available non-residential buildings, such as warehouses and factories, into apartments or condominiums. (CHANGE)

TABLE 6

SUPPORT FOR HOUSING OPTIONS

	PERCENT OF RESPONDENTS									
	RATING OF OPTIONS				ONTARIO GOVERNMENT SHOULD ENCOURAGE					
	Excellent	Very Good	Good	Fair	Poor	Don't Know	Strongly Agree	Total Agree	Total Disagree	Strongly Disagree
OPTIONS:										
Upgrade existing housing	26	29	32	9	4	1	53	84	12	5
Replace rundown buildings with low rise	11	16	35	21	15	3	25	67	27	15
Expand - building new housing on city outskirts	8	18	35	22	15	2	37	68	24	12
Completely renovate rundown housing	12	16	29	19	20	4	35	63	30	15
Divide big houses into smaller units	5	14	28	23	28	3	19	50	43	24
Replace rundown buildings with high rise	5	8	25	26	33	2	12	43	50	27
Convert non-residential buildings	3	9	15	22	44	6	14	35	56	35

Upgrading existing housing was clearly viewed as the best of the seven options for meeting future housing needs; 84% of respondents felt that the Ontario Government should encourage this approach and only 4% felt that it was a poor idea (Table 6).

Next best were three quite different approaches:

- replacing rundown buildings with low-rise accommodation
- building new suburbs housing
- completely renovating rundown housing.

About two-thirds of respondents felt that the Ontario Government should encourage these approaches to housing; only 15%-20% rated these approaches as poor.

The three remaining housing options received less support. These included:

- dividing big houses into smaller units
- replacing rundown buildings with high-rise accommodation
- converting non-residential buildings into living units.

The majority of respondents rated these as either "fair" or "poor" approaches to meeting future housing needs. Only half of the respondents or fewer felt that the Ontario Government should encourage these approaches (Table 6).

As shown in Figure 4, there was considerable similarity among ratings of the housing options between Metro Toronto residents and the residents of smaller urban communities. There were, however, two exceptions:

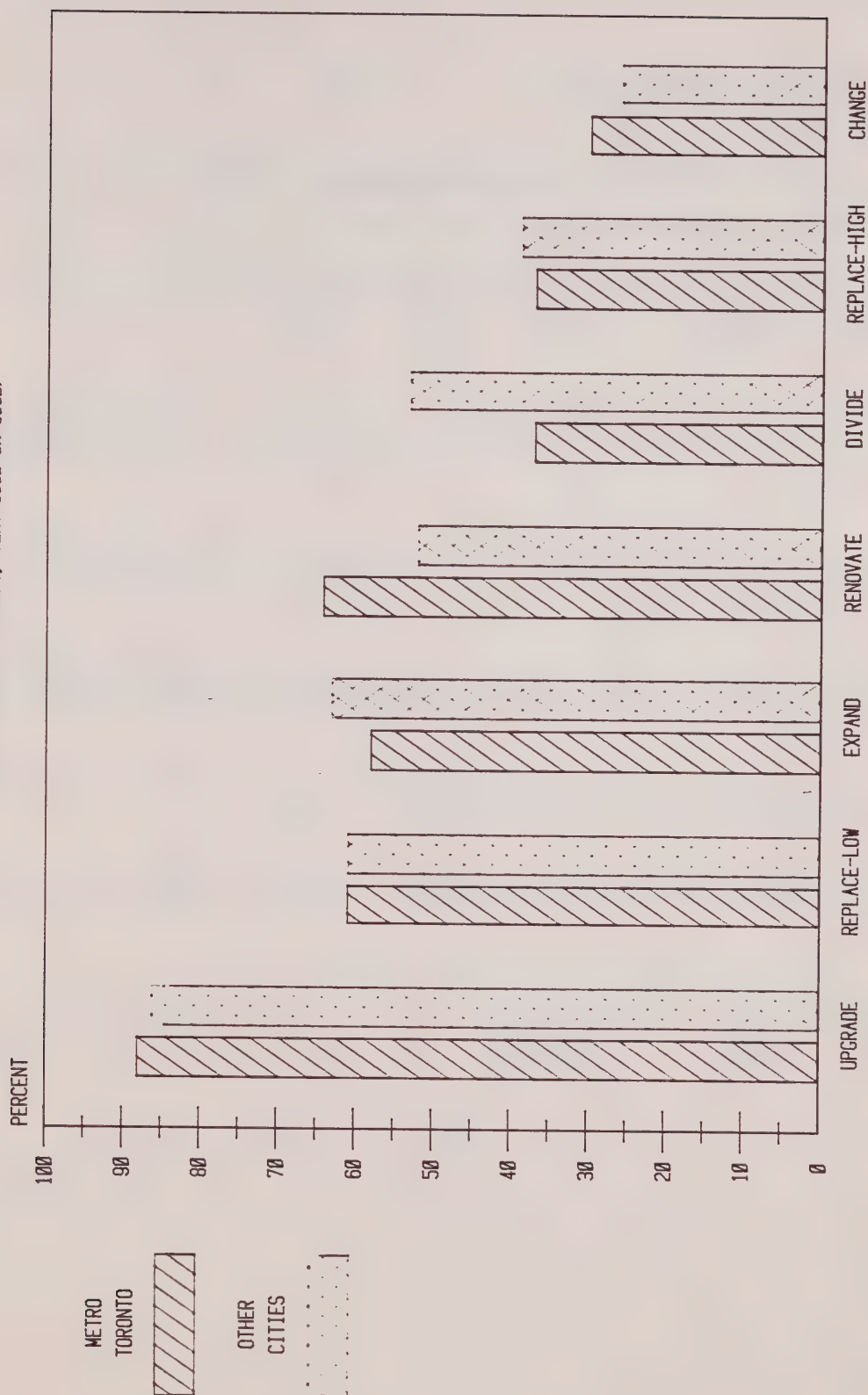
- Metro Toronto respondents were more positive toward complete renovation of older buildings
- respondents from smaller communities were more positive toward the concept of dividing larger houses into smaller living units.

Among Metro Toronto respondents, complete renovations were rated second only to upgrading as a means to meeting housing needs.

FIGURE 4

RATING OF HOUSING OPTIONS

(% RATING EXCELLENT, VERY GOOD OR GOOD)



Reactions to Upgrading

The following tables summarize reactions to the concept of "Repairing, insulating and generally upgrading houses and apartments, in older neighborhoods of your city" (UPGRADE), as a means of meeting future housing needs.

As shown in Table 7, the majority of respondents felt that upgraded housing:

- would not be too expensive for most people (53%) or for them personally (66%).
- would be attractive to many people (87%) and for them personally (61%)
- would not result in crowding (70%)
- should be encouraged by the Ontario Government (84%).

Just over 40% felt that they would probably be living in upgraded housing during the next decade.

TABLE 7

IMAGE OF UPGRADED HOUSING

	% OF ALL RESPONDENTS				
	<u>Strongly Agree</u>	<u>Total Agree</u>	<u>Total Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know</u>
This type of housing would probably be too expensive for most people	14	41	53	14	6
This type of housing would probably be too expensive for me	11	28	66	28	7
This type of housing would be attractive to many people	42	87	8	2	5
I would like to live in this type of housing	25	61	34	21	5
I will probably live in this type of housing in the next ten years	18	44	48	33	9
Communities with this type of housing would probably be too crowded	8	23	70	30	7
The government of Ontario should think of ways to encourage more of this type of housing	53	84	12	5	4

Only 3% of respondents saw no advantages or benefits to upgrading older residences, and 51% saw no disadvantages or problems (Tables 8 and 9).

The advantages of upgrading older residences included:

- saving energy
- saving money/keeping housing costs down
- improving neighbourhoods
- preserving the architecture and craftsmanship of the past (Tables 8 and 10.

Cost was seen as the major disadvantage to repairing older housing (Tables 9, 11 & 12).

The different types of respondents were equally positive about the upgrading concept, with one exception. As shown in Table 13, Kitchener/Waterloo area respondents were somewhat less positive than those from other smaller communities.

TABLE 8

ADVANTAGES OF UPGRADED HOUSING

<u>All Respondents</u>	(399) %
I don't see any advantages or benefits to this approach	3
Save on energy/cheaper to heat if well insulated	24
Improve the neighborhood/city in general	24
Cheaper than tearing down and rebuilding - save cost of building new houses	23
Older homes are better built/better quality/worth upgrading	12
Would raise property value	11
Improve the appearance/look better/more attractive	11
Less expensive/would save money	9
Save the old buildings/architecture - preserve past history	8
Location - close to everything you need/shopping/doctors/public transportation	8
Would help people keep their homes and not have to move	7
Would make homes more affordable for average income/young people	4
Make older homes safe/less fire hazards	4
More efficient/modern/up-to-date housing	4
Utilizing existing facilities and services	4
Would warrant the expense if property/area was not too rundown	4
Create more housing - help the housing shortage	4
Improve living standards/conditions	4
Stop areas in the city getting rundown/prevent slums	4
Make them more acceptable to the average person	4

TABLE 9

DISADVANTAGES OF UPGRADED HOUSING

<u>All Respondents</u>	(399) %
I don't see any disadvantages or problems with this approach	51
Cost factor/could be expensive/very expensive for some properties	12
Rents would increase/become out of reach for many people	4
Would raise taxes/increase taxes/costly to taxpayer	4
Depends on condition of the house/foundation	4
The quality of the work will have to be controlled/many repairs are poorly done	4

TABLE 10

WHY UPGRADING IS AN EXCELLENT, VERY GOOD
OR GOOD IDEA

<u>Respondents Who Rated Idea as Excellent, Very Good or Good</u>	(346) %
Improve the neighborhood/city in general	19
Improve the appearance/look better/more attractive	11
Less expensive/would save money	11
Cheaper than tearing down and rebuilding - save cost of building new house	10
Save on energy/cheaper to heat if well insulated	10
Would help people keep their homes - not have to move	8
Location/close to everything you need/shopping/doctors/public transportation	6
Save the old buildings/architecture/preserve past history	6
Improve living standards	5
Older homes are better built/better quality - worth upgrading	4
Would raise property value	4
Financial help would be needed/government should help with cost	4
Would make homes more affordable for average income/young people	4
Prolong the life of the building	4
Stop areas in the city getting rundown/prevent slums	3
Make use of existing buildings/land	3
Create more housing/help housing shortage	3
Would make people more inclined to look after them/have pride in their homes	3
No particular reason	10

TABLE 11

WHY UPGRADING IS A FAIR IDEA

<u>Respondents Who Rated Idea as Fair</u>	(35) %
Cost/high price of repairs	20
Not enough old houses/why accommodate minority of population	14
Cheaper to tear down and rebuild	11
Wouldn't want to live there/not everyone wants to own an old house	6
Repairing is cheaper than building new	6
No particular reason	14

TABLE 12

WHY UPGRADING IS A POOR IDEA

<u>Respondents Who Rated Idea as Poor</u>	(14) %
Cost/high cost of repairs	43
Only delay better use of the land/interfere with a new, modern city	14
Renovations still don't make a house up to standard	14

TABLE 13

RATING OF UPGRADING

	PERCENT OF RESPONDENTS									
	GENDER		AGE		FAMILY INCOME			HOUSEHOLD SIZE		
	Total (399)	Male (197)	Female (202)	18-34 (158)	35-54 (119)	55+ (121)	<\$15m (102)	\$15-25m (137)	\$25m+ (114)	1-2 (154)
Excellent	26	23	28	23	35	20	27	26	30	24
Very Good	29	28	29	30	21	34	27	26	30	31
Good	32	32	32	32	29	36	30	35	27	31
Fair	9	11	7	7	13	7	10	7	10	8
Poor	4	5	3	6	3	1	4	3	3	3
Don't know	1	1	1	1	-	2	1	2	-	1

Taking everything into consideration, how would you rate this approach as a way of meeting our future housing needs? Would you say this approach is . . .

TABLE 13 - (CONTINUED)

	PERCENT OF RESPONDENTS										
	Total (299)	LOCATION					OWNERSHIP		AGE OF HOME (YEARS)		
		Metro Toronto (161)	Other Total (238)	Kitchener/ Waterloo (78)	Sault Ste. Marie (80)	Peter- borough (80)	Own (255)	Rent (144)	<20 (121)	20-49 (145)	50+ (70)
Excellent	26	29	23	19	30	21	25	28	24	23	33
Very good	29	28	29	31	31	26	29	29	29	30	29
Good	32	30	33	24	34	41	34	29	35	32	30
Fair	9	6	11	23	3	7	9	8	9	10	4
Poor	3	5	3	3	3	3	2	6	3	4	3
Don't know/not sure	1	0	-	-	-	1	1	1	-	1	1

Reactions to Replacing With Low-Rise

The following tables summarize reactions to the concept of "Removing rundown buildings and replacing them with new low-rise buildings, such as townhouses, row houses and low-rise apartments and condominiums" (REPLACE - LOW), as a means of meeting future housing needs.

As shown in Table 14, the majority of respondents felt that low-rise accommodation:

- would not be too expensive for most people (61%) or for them personally (71%)
- would be attractive to many people (85%) but not to them personally (65%)
- would result in crowding (59%)
- should be encouraged by the Ontario Government (67%).

About 20% of respondents felt that they would probably be living in low-rise residences during the next decade.

TABLE 14

IMAGE OF REPLACING WITH LOW-RISE BUILDINGS

	% OF ALL RESPONDENTS				
	<u>Strongly Agree</u>	<u>Total Agree</u>	<u>Total Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know</u>
This type of housing would probably be too expensive for most people	8	29	61	16	10
This type of housing would probably be too expensive for me	7	20	71	36	9
This type of housing would be attractive to many people	32	85	12	4	4
I would like to live in this type of housing	8	31	65	51	4
I will probably live in this type of housing in the next ten years	7	21	73	57	6
Communities with this type of housing would probably be too crowded	25	59	35	8	7
The government of Ontario should think of ways to encourage more of this type of housing	25	67	27	15	6

Fourteen percent of respondents saw no advantages or benefits to replacing older residences with low-rise accommodation, while twice as many saw no disadvantages or problems (28%, Table 15 and 16).

The advantages of replacing with low-rise accommodation included:

- removing eyesores
- improving neighborhoods
- increasing available housing/greater density/better use of land
- provides housing close to amenities
- energy efficient (Tables 15 and 17).

The disadvantages of replacing with low-rise accommodation included:

- overcrowding
- costs more than upgrading
- causes social problems (Table 16, 18 and 19).

As shown in Table 20, lower income respondents and renters were more positive toward replacement with low-rise accommodation. Metro Toronto residents were slightly more negative.

TABLE 15

ADVANTAGES OF REPLACING WITH LOW-RISE BUILDINGS

<u>All Respondents</u>	(399) %
I don't see any advantages or benefits with this approach	14
Would get rid of the rundown buildings/remove eyesores/slums	21
Would upgrade a neighborhood/improve the community/general clean-up	18
Would make more housing available/a wider choice/variety	16
New/modern buildings/better living accommodations/more attractive	16
Would provide more housing per acre/use land to best advantage/ house more people in a small area	13
Rent should be affordable/reasonable/low rental/geared to income	9
Makes housing available for low/fixed income people/single parents	8
Would improve the overall appearance of a city	7
People prefer low-rise/townhouse/condominium type housing/more of a house type dwelling	6
Provide city housing/closing to all facilities/save on transportation	4
Better for families/would have own yard/children have more freedom	4
Better than high-rise apartments/wouldn't be as congesting	3
Safer environment	3
Cheaper to heat/costs less to heat than single dwelling/more up-to- date heating system	3
Miscellaneous	3
Don't know/not sure	3

TABLE 16

DISADVANTAGES OF REPLACING WITH LOW-RISE BUILDINGS

<u>All Respondents</u>	(399) %
I don't see any disadvantages or problems with this approach	28
Overcrowding/too many people in small area/too close together	17
In time they get rundown/slum/ghetto/people don't take care of the property/lowers standard of neighborhood	16
I don't like row houses/townhouses/usually poorly built/no individuality/all look the same	9
Would increase density of people in area/cause congestion/traffic	8
Lack of privacy	7
Too many children in one area/lack of playground/recreational facilities/backyards/overcrowding of schools	7
Too expensive/cheaper to renovate than rebuild/cost of materials/labour very expensive	7
Would attract welfare/drunks/transients/too many low income people to one area	5
Depends on area/might look out of place in some residential areas/change character of neighborhood	5
Too noisy	4
Rent might be too expensive/rent keep increasing and no longer be affordable	4
Creates social/racial problems/stress	4
Government is not strict enough in making people/landlords properly maintain rental property	4
Inadequate parking space	3
Uprooting people/forcing low income people to move/finding adequate housing for people removed from rundown buildings	3
Not a good environment for children	3
Miscellaneous	3

TABLE 17

WHY REPLACING WITH LOW-RISE IS AN EXCELLENT,
 VERY GOOD OR GOOD IDEA

<u>Respondents Who Rated Idea as Excellent, Very Good or Good</u>	<u>(244)</u> %
Would get rid of rundown building/remove eyesores/slums	19
New/modern buildings/better living accommodations/more attractive	18
Would upgrade a neighborhood/improve the community/general clean up	16
Would make more housing available/a wider choice/variety	14
Would use land to best advantage/house more people in a small area	10
Would provide cheaper/affordable housing/low rental	10
People prefer low-rise/townhouse type housing/more of a house type dwelling	8
Would improve appearance of a city/general clean up	6
They would have to be well looked after/people working together to keep them from getting rundown	6
Makes housing available for low/fixed income people/single parents	5
Good for young people starting out/starting home	4
Would provide city housing/close to all facilities/save on transportation	4
Better for families/would have own yard	4
Makes houses available for people who can't afford to buy one	4
Better than high-rise apartment/not as congesting	3
Miscellaneous	3

TABLE 18

WHY REPLACING WITH LOW-RISE IS A FAIR IDEA

<u>Respondents Who Rated Idea as Fair</u>	(85) %
Tenants can't take care of the property/keep it clean/neat/becomes a slum	20
Would provide more housing/ease shortage	14
Overcrowding/people too close together	13
Too expensive a proposition/cost of land and rebuilding would make rent too high/cheaper to renovate old buildings	12
Would improve the area/revitalize a neighborhood/general clean up	12
Would help low income people	9
Would get rid of rundown buildings/slums	7
Would be better to build individual houses	6
Miscellaneous favourable	6
Too noisy	5
Too many low income people in one area/centres them out/they lose their identity	5
Don't think it will solve the problem/but I don't know the solution	5
Depends on area/would look out of place in some residential areas	5
Would provide cheaper affordable housing	5
Better housing accommodation	5
Lack of privacy	4
Crime rate would increase	4
Not a good environment for children	4
Would depend on how many old buildings are available and where they are	4
Would make use of available land	4

TABLE 19

WHY REPLACING WITH LOW-RISE IS A POOR IDEA

<u>Respondents Who Rated Idea as Poor</u>	(58) %
People don't take care of the property/becomes a slum area	24
Overcrowding/too many people in small area	22
I don't like row houses/townhouses/low-rise/poorly built/ deteriorate quickly	17
Cheaper to renovate old buildings than tear them down	16
City would look the same from one end to the other/no individuality in housing	9
Causes racial/social problems/might not like your neighbors	7
Increases crime/vandalism	7
Lack of privacy	5
Takes away individuality/dignity	3
Not a good environment for children	3

TABLE 20

RATING OF REPLACING WITH LOW-RISE BUILDINGS

	PERCENT OF RESPONDENTS											
	GENDER		AGE			FAMILY INCOME				HOUSEHOLD SIZE		
	Male (199)	Female (202)	18-34 (158)	35-54 (119)	55+ (121)	<\$15m (102)	\$15-25m (137)	\$25m+ (114)	1-2 (154)	3-4 (186)	5+ (59)	
Excellent	11	12	9	11	10	10	16	12	8	11	10	10
Very good	16	17	15	13	19	17	14	20	16	12	20	14
Good	35	32	37	35	35	34	37	33	34	34	33	39
Fair	21	20	23	22	21	21	18	21	26	20	22	24
Poor	15	17	12	16	13	15	13	13	14	17	13	12
Don't know/not sure	3	3	3	2	3	4	3	1	2	5	2	2

Reactions to Expanding City Suburbs

The following tables summarize reactions to the concept of "Building new housing, ranging from detached houses to apartments and condominiums, on land on the outskirts of your city" (EXPAND), as a means of meeting future housing needs.

As shown in Table 21, the majority of respondents felt that new housing in the suburbs:

- would be too expensive for most people (59%), but the largest proportion thought that it would not be too expensive for them personally (48%)
- would be attractive to most people (86%), but not to them personally (51%)
- would not result in crowding (20%)
- should be encouraged by the Ontario Government (68%).

Just over one-quarter of respondents felt that they would be living in new housing in the suburbs during the next decade.

TABLE 21

IMAGE OF EXPANDING CITY SUBURBS

	% OF ALL RESPONDENTS				
	<u>Strongly Agree</u>	<u>Total Agree</u>	<u>Total Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know</u>
This type of housing would probably be too expensive for most people	21	59	32	6	9
This type of housing would probably be too expensive for me	20	44	48	22	8
This type of housing would be attractive to many people	47	86	8	3	6
I would like to live in this type of housing	18	43	51	35	7
I will probably live in this type of housing in the next ten years	8	28	65	48	7
Communities with this type of housing would probably be too crowded	9	24	70	32	6
The government of Ontario should think of ways to encourage more of this type of housing	27	68	24	12	7

Eighteen percent of respondents saw no advantages or benefits to expanding city suburbs and the same percentage saw no disadvantages or problems (Tables 22 and 23).

The advantages of expanding city suburbs included:

- more space
- a healthier environment
- reduced pressure on the inner city
- more housing (Tables 22-and 24)

The disadvantages of expanding city suburbs included:

- high transportation costs/transportation problems
- destroys good farm land
- lack of amenities
- costly services (Tables 23, 25 and 26).

As shown in Table 27, females, younger respondents (<55), higher income earners, and those with smaller households (<5) were less positive about expanding city suburbs as a means of meeting housing needs. In comparison with the other smaller urban centers, Sault Ste. Marie respondents were more positive toward the concept.

TABLE 22

ADVANTAGES OF EXPANDING CITY SUBURBS

<u>All Respondents</u>	(399) %
I don't see any advantages or benefits with this approach	18
More space/privacy - less overcrowding - more land/larger lots	22
Country living/wide open spaces/fresh air - less pollution - cleaner /healthier living	14
Good place to raise young families - lots of space to play/bigger yards - better environment	13
Would make central part of city less crowded - dispersing population	10
Create more housing - help solve housing shortage	10
Expand the city - develop new areas	7
Lower the price of housing on the outskirts - land is cheaper	6
Varied housing needs - gives people a choice of housing - a good mix/ houses and apartments	6
Builds up unused land - good idea for land that can't be cultivated - land that is available	5
Quiet - far from noise of city	5
Affordable living - reasonable rates - cheaper outside the city	4
Single family dwellings/detached homes better than apartments	4
Pride of ownership/piece of property	3
Attractive/nice area - makes city look nicer	3
Get away from city atmosphere/downtown routine	3

TABLE 23

DISADVANTAGES OF EXPANDING CITY SUBURBS

<u>All Respondents</u>	(399) %
I don't see any disadvantages or problems with this approach	18
High transportation costs - cost of gasoline - energy consumption	20
Using up/destroying good farm land	16
Transportation problems (unspecified)	10
Distance from/inconvenience of shopping/schools/church/emergency service	10
Poor transportation - transportation problems - not a good commuter system	8
Costly/expensive to put in services/hydro/sewers/water/roads - higher taxes	8
Transportation problems to work in city/shopping/schools - busing to schools	7
Commuting time - too long to travel/on crowded roads/highways	7
Distance from/inaccessibility to city/work - people want to live in the city	7
Communities/it would be more expensive/prices out of range/unaffordable	5
Need for more services/hydro/water/sewers/roads/transportation	5
Lack of (city) conveniences/facilities	5
Urban sprawl - city would get too big - bedroom communities	4
Would need a car/transportation - have no car	4
Too crowded/cramming too many people in small area	4
Should build houses only/no apartments or condominiums	3
Need far more schools/playgrounds/churches/shopping/medical facilities	3

TABLE 24

WHY EXPANDING CITY SUBURBS IS AN EXCELLENT,
VERY GOOD, OR GOOD IDEA

<u>Respondents Who Rated Idea as Excellent, Very Good or Good</u>	(243) %
More space/privacy - less overcrowding	21
Create more housing - help solve housing shortage	16
Good place to raise young families - lots of space to play	12
Country living/wide open spaces/fresh air/healthier	12
Affordable living - reasonable rates	11
Would make central part of city less crowded	9
Many people like/prefer suburbs/away from city	8
We have to expand/spread things/people around	8
City facilities/services grow with the suburbs	8
Develop more land - lots of land available	5
Would give people/all income groups a choice of housing	4
Transportation might be a problem - need two cars/children bused to school	4
Away from the traffic of the city	3
Encourage more business - shopping centres	3
Not as noisy	3

TABLE 25

WHY EXPANDING CITY SUBURBS IS A FAIR IDEA

<u>Respondents Who Rated Idea as Fair</u>	(87) %
Depends on people's choices; living in, near or far from city	9
Transportation might/would be a problem/inadequate	8
No overcrowding/lots of room/space/privacy	8
Should only build houses/no apartments or condominiums	8
Cost of services/facilities/schools would be high/make taxes high	8
Cuts down on valuable farm land	7
This type of housing is too expensive	7
If there is no other way it will have to be done	6
Might/would be over-populated/crowded/high density	5
Would have to have a car/more cars would be necessary	5
Might/would be too far from work/school/stores/entertainment	5
You'd have to have septic tanks and wells/trouble with water/sewers	5
No average family can afford a detached house	5
Too costly to travel to work/school/transportation too expensive	3
Can't afford a car/upkeep of a car - would offset savings on house	3
It would help solve the housing problem	3
It would create more traffic/road systems inadequate	3

TABLE 26

WHY EXPANDING CITY SUBURBS IS A POOR IDEA

<u>Respondents Who Rated Idea as Poor</u>	(59) %
Using up/destroying good farm land - we need farm land	20
Price of gasoline is too high (costly) consider energy crisis	10
Would be costly to extend services and utilities to the country	10
Far from the core of the city	10
Too crowded/cramming too many people in small area	8
Poor transportation - transportation problems	8
Housing programs should be done more in the city/revitalize the city	5
Too expensive	5
People like/prefer living in the city	3
Cost more to live in the country than the city - downtown is more economical	3
Need to stop urban sprawl	3
No roots - people would miss their friends	3
Eventually you will have the same deplorable conditions you have in the city	3
High-rises shouldn't be built in the country or cities	3
Detached houses are better than condominiums or apartments	3

TABLE 27

RATING OF EXPANDING CITY SUBURBS

	PERCENT OF RESPONDENTS									
	GENDER		AGE			FAMILY INCOME			HOUSEHOLD SIZE	
	Male	Female	18-34	35-54	55+	<\$15m	\$15-25m	\$25m+	1-2	3-4
	(197)	(202)	(158)	(119)	(121)	(102)	(137)	(114)	(154)	(186)
Excellent	8	10	7	8	10	7	7	1	7	9
Very good	17	21	20	12	20	16	20	13	16	22
Good	35	37	35	35	36	40	39	28	36	33
Fair	22	17	24	27	14	19	16	33	19	24
Poor	15	13	13	16	17	16	15	14	19	10
Don't know/not sure	3	3	1	3	3	3	3	1	3	2

TABLE 27 - (CONTINUED)

	PERCENT OF RESPONDENTS										
	Total (399)	LOCATION					OWNERSHIP		AGE OF HOME (YEARS)		
		Metro Toronto (161)	Other Total (238)	Kitchener/ Waterloo (78)	Sault Sté. Marie (80)	Peter- borough (80)	Own (255)	Rent (144)	<20 (121)	20-49 (145)	50+ (70)
Excellent	8	9	8	8	15	—	8	8	6	9	6
Very good	17	15	19	17	27	—	18	16	20	19	7
Good	35	35	36	32	36	39	34	37	39	34	36
Fair	22	22	22	26	15	25	21	23	20	21	29
Poor	15	17	13	17	5	17	16	13	12	14	20
Don't know/not sure	3	3	3	1	1	5	3	2	3	2	3

Reactions to Complete Renovations

The following tables summarize reactions to the concept of "Gutting and completely renovating rundown houses and apartments, in older neighbourhoods in your city" (RENOVATE), as a means of meeting future housing needs.

As shown in Table 28, the majority of respondents felt that completely renovated housing:

- would be too expensive for most people (57%), but the large proportion did not feel it would be too expensive for them personally (49%)
- would be attractive to many people (76%) but not to them personally (51%)
- would not result in crowding (69%)
- should be encouraged by the Ontario Government (63%)

Almost one-quarter of respondents felt that they will probably be living in completely renovated housing during the next decade.

TABLE 28

IMAGE OF RENOVATING HOUSING

	% OF ALL RESPONDENTS				
	<u>Strongly Agree</u>	<u>Total Agree</u>	<u>Total Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know</u>
This type of housing would probably be too expensive for most people	27	57	35	10	17
This type of housing would probably be too expensive for me	18	44	49	22	7
This type of housing would be attractive to many people	32	76	18	5	6
I would like to live in this type of housing	17	45	51	34	5
I will probably live in this type of housing in the next ten years	8	26	63	45	11
Communities with this type of housing would probably be too crowded	10	27	64	21	9
The government of Ontario should think of ways to encourage more of this type of housing	35	63	30	15	6

Twenty-two percent of respondents saw no advantages or benefits to completely renovating housing, while 31% saw no disadvantages or problems.

The advantages of renovating older residences included:

- improves neighborhoods
- costs less than replacement
- creates more housing
- preserves the past (Tables 29 and 31).

The disadvantages of renovating older residences was primarily cost/cheaper to replace (Tables 30, 32 and 33).

Most positive to this approach to housing were Metro Toronto residents, Sault Ste. Marie residents (among the smaller cities), those with smaller households and those living in older residences (Table 34).

TABLE 29

ADVANTAGES OF COMPLETELY RENOVATING HOUSES

<u>All Respondents</u>	(399) %
I don't see any advantages or benefits to this approach	22
Improve the neighborhood/city in general	26
Create more housing - help the housing shortage	10
Cheaper than tearing down and rebuilding - save cost of building new houses	9
Improve the appearance/look better/more attractive	9
Location - close to everything you need/shopping/doctors/public transportation	7
Save the old buildings/architecture - preserve past history	6
Would warrant the expense if property/area was not too rundown	6
Stop areas in the city getting rundown/prevent slums	6
Less expensive/would save money	5
Make use of existing buildings/land	5
More efficient/modern/up-to-date housing	4
Utilizing existing facilities and services	4
Would raise property value	4
Make older homes safe/less fire hazards	4
Improve living standards/conditions	4
Older homes are better built/better quality - worth upgrading	4
Make them more acceptable to the average person	3
Would help people keep their homes and not have to move	3

TABLE 30

DISADVANTAGES OF COMPLETELY RENOVATING HOUSES

<u>All Respondents</u>	(399) %
I don't see any disadvantages or problems with this approach	31
Cost factor/could be expensive/very expensive for some properties	28
Cheaper to build new homes if they are very rundown/falling apart	11
Overcrowding - too many people in small area	4
Rents would increase/become out of reach for many people	4
The relocation of people presently living there/putting older people out of their homes	3
The location/would probably be in a rundown/undesirable area	3
The cost of homes would be increased/no one could buy them	3

TABLE 31

WHY RENOVATING IS AN EXCELLENT, VERY GOOD
OR GOOD IDEA

<u>Respondents Who Rated Idea as Excellent, Very Good or Good</u>	(228) %
Improve the neighborhood/city in general	28
Improve the appearance/look better/more attractive	12
Cheaper than tearing down and rebuilding - save cost of building new house	9
Create more housing/help the housing shortage	9
Make use of existing buildings/land	8
Would stop areas in the city getting rundown/prevent slums	7
Location/close to everything you need/shopping/doctors/public transportation	6
Improve living standards	5
More efficient/modern/up-to-date housing	5
Would warrant the expense if property/area was not too rundown	4
Save the old buildings/architecture/preserve past history	4
Less expensive/would save money	4
Would raise property value	3
Make them more acceptable to the average person	3
Older homes are better built/better quality - worth upgrading	3
Would help people keep their homes - not have to move	3
No particular reason	8

TABLE 32

WHY RENOVATING IS A FAIR IDEA

<u>Respondents Who Rated Idea as Fair</u>	(77) %
Cost/could be very expensive	34
Would warrant expense if property/area was not too rundown	9
Cheaper to tear down and rebuild	8
Should save/preserve the old buildings	4
Still remain with basic structure/same type of building	4
Location/close to everything you need	4
Cheaper restoring old houses than building new	4
No particular reason	4

TABLE 33

WHY RENOVATING IS A POOR IDEA

<u>Respondents Who Rated Idea as Poor</u>	(178) %
Cost/could be very expensive	36
Cheaper to tear down and build new	19
Depends on the condition of building, structure, foundation	8
Wouldn't meet the need for more housing/just upgrade what we have	6
Might not need gutting/could be repaired	4
You still have an old house/prefer new house	4
Changes the neighborhood	4
No particular reason	13

TABLE 34 - (CONTINUED)

	PERCENT OF RESPONDENTS									
	Total (299)	LOCATION				OWNERSHIP		AGE OF HOME (YEARS)		
		Metro Toronto (161)	Other Total (238)	Kitchener/ Waterloo (78)	Sault Ste. Marie (80)	Peter- borough (80)	Own (255)	Rent (144)	<20 (121)	20-49 (145)
Excellent	12	14	11	6 → 16	9	11	14	10	11	19
Very good	16	19	15	14	13	14	20	14	19	16
Good	29	31	27	26	29	27	28	29	27	31
Fair	19	15	22	27	20	20	16	26 ← 19	19	11
Poor	19	14 → 23	23	24	23	23	18	20	19	17
Don't know/not sure	4	7	2	3	-	4	4	8	5	6

Reactions to Dividing Big Houses

The following tables summarize reactions to the concept of "Dividing big houses into smaller individual units" (DIVIDE), as a means of meeting future housing needs.

As shown in Table 35, the majority of respondents felt that divided houses:

- would not be too expensive for most people (69%) or for them personally (74%)
- would be attractive to many people (69%) but not to them personally (75%)
- would result in crowding (64%)
- should be encouraged by the Ontario Government (50%).

Only about 10% of respondents felt that they would probably be living in divided houses during the next decade.

TABLE 35

IMAGE OF DIVIDING BIG HOUSES

	% OF ALL RESPONDENTS				
	<u>Strongly Agree</u>	<u>Total Agree</u>	<u>Total Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know</u>
This type of housing would probably be too expensive for most people	7	24	69	24	7
This type of housing would probably be too expensive for me	6	17	74	42	8
This type of housing would be attractive to many people	23	69	27	10	5
I would like to live in this type of housing	5	20	75	60	5
I will probably live in this type of housing in the next ten years	3	12	82	68	6
Communities with this type of housing would probably be too crowded	33	64	30	10	6
The government of Ontario should think of ways to encourage more of this type of housing	19	50	43	24	7

About one-quarter of the respondents saw no advantages or benefits to dividing big houses into smaller units while 19% saw no disadvantages or problems (Tables 36 and 37).

The advantages of dividing big houses included:

- accommodation for more people
- lower cost
- more accommodation for smaller households
- income for owners (Tables 36 and 38).

The disadvantages of dividing big houses included:

- overcrowding
- lack of privacy
- increased noise, congestion, parking problems
- lower community standards (Tables 37, 39 and 40).

Less positive about this approach to housing were higher income respondents, Metro Toronto residents (41% thought it was a poor idea) and Peterborough residents (Table 41).

TABLE 36

ADVANTAGES OF DIVIDING BIG HOUSES

<u>All Respondents</u>	(399) %
I don't see any advantages or benefits with this approach	26
Would accommodate more people in same amount of space/help housing needs	20
Less cost for everyone/cheaper accommodation/rent would be affordable	18
Would make full use of all existing space in house/accommodate more than one family	15
Lower cost in upkeep/utilities/heating/maintenance, etc./shared expenditure	9
Extra income for owner by renting/help cover expenses/upkeep	9
Deal for single people/students/elderly people	8
Cheaper than tearing down and rebuilding/save cost of building new houses/units	6
Would provide accommodation for couples/young married couples starting out/couples without children	5
Provide more living accommodation in city/close to transportation/more facilities	5
Would be good for a small family/today's family is smaller	4
There is a need for smaller units	4
Would help people who can't afford a house/don't want to live in an apartment block	4
Would give a community/neighborhood/homey atmosphere/less lonely	3
Save energy	3

TABLE 37

DISADVANTAGES OF DIVIDING BIG HOUSES

<u>All Respondents</u>	(399) %
I don't see any disadvantages or problems with this approach	19
Overcrowding/too many people in small area/living too close together	27
Inadequate parking space/no space for a number of cars	15
Lack of privacy	14
High noise level/noisy tenants/not soundproof	8
Would increase the density of people in area/cause congestion/ traffic	8
Units might be too small/have small living space/not adequate for families	8
Probably lower the standard of neighborhood/let houses become run- down/slum	8
Problems with neighbors/might not live the way you do/conflicts/ fights	7
Costly proposition/too expensive to renovate/divide/provide facilities/wiring/plumbing/sewage	5
Would be a bigger fire hazard	4
Too many problems would arise if used for families/too many kids/ kids might not get along	4
No freedom for children/nowhere to play/not suitable for raising children	4
Opposed to dividing big houses/they should be left for bigger families/not many big houses left	4
Problems would arise if people had to share bathroom/kitchen/utilities	3
How house is divided will have to be controlled/strict building codes	3
Crowded/narrow hallways/entrances/might not have separate entrances	3

TABLE 38

WHY DIVIDING BIG HOUSES IS AN EXCELLENT, VERY GOOD,
OR GOOD IDEA

<u>Respondents Who Rated Idea as Excellent, Very Good or Good</u>	(185) %
Housing would be supplied at a low/reasonable rent/help lower/fixed income people	16
Would ease housing shortages/make more housing available	14
Would put big houses to full use by dividing into smaller living units	12
Extra income for the owner/enable people to buy a home with rental income	9
Would make more accommodation available for single people/senior citizens	8
Upkeep would be cheaper/utilities/maintenance/taxes, etc.	7
There is a need for smaller units/a lot of people only need a small unit	6
For people who can't afford to buy a house/prefer to live in a private home	6
The houses are already there/save cost of building new ones/would only need minor changes	5
Would supply more housing for young married/couples without children	5
Provide more housing for small families/rent to couples with kids	5
Would accommodate more people in same amount of space without overcrowding	4
More desirable accommodation/living/better than an apartment block	4
Care should be taken that area does not become overcrowded	4
Would make a more communal/homey atmosphere/family oriented/less lonely	4
Would enable senior citizens to keep their home/not have to sell because of upkeep	3
No particular reason	5

TABLE 39

WHY DIVIDING BIG HOUSES IS A FAIR IDEA

<u>Respondents Who Rated Idea as Fair</u>	(91) %
Would provide extra housing/ease housing shortage	15
Overcrowding/too many people in small area/living too close together	11
Lack of privacy	10
Would lower standard of residential areas/houses get rundown/ people moving in and out	10
Living space might be too small/should abide by rules regarding adequate living space	9
Don't think it will solve the problem/there are better ways/would not meet long-term needs	8
Make better use of bigger houses/use the houses we have	7
Cheaper than building new houses/units/less expensive to convert old houses	7
Not a good environment for raising children/unsuitable for families	6
Would probably end up as a group home/rooming house/slum dwelling	6
Good for people who only need a small unit/one bedroom	6
An owner/developer could make a lot of money at other people's expense	4
The older houses should be left as they are	4
Would have to conform to fire/occupancy regulations/sewers/services brought up to standards	4 4
Miscellaneous unfavourable	4
Tenants might not get along/different nationalities might clash	3
Would depend on whether owner/an individual wanted to divide his house	3
Would only appeal to a small number of the population/immigrants	3

TABLE 40

WHY DIVIDING BIG HOUSES IS A POOR IDEA

<u>Respondents Who Rated Idea as Poor</u>	(112) %
Overcrowding/too many people in small area/living too close together	27
Lack of privacy	12
Poor environment for raising children/not suitable for families	10
Small units are usually too small/cramped living space unhealthy	9
Would lower standard of neighborhood/house/grounds get rundown/ become a slum area	8
Not many big houses left/majority have already been converted/big families will have nowhere to live	7
Too expensive to divide/make the necessary alterations	6
Insufficient parking	5
Not a good idea/shouldn't be allowed/stupid	5
Increase density of people in area/congestion	5
It is up to the individual if he wants to divide/needs the extra income	5
Too noisy	4
Vandalism would increase	4
Problems with people not getting along with others	4
Houses are not structurally built to be divided/were built for only one family/dwelling	4
Would be better to build single dwellings where the needs would be better met	4
Would have to share backyard/garden	3
Neighbors might not accept reasoning/people who buy in an area of one family homes don't want it changing	3
People would have no pride of ownership/because discontented/ demoralized	3

TABLE 41

RATING OF DIVIDING BIG HOUSES

	PERCENT OF RESPONDENTS										
	GENDER		AGE			FAMILY INCOME			HOUSEHOLD SIZE		
	Male (197)	Female (202)	18-34 (158)	35-54 (119)	55+ (121)	<\$15m (102)	\$15-25m (137)	\$25m+ (114)	1-2 (154)	3-4 (186)	5+ (59)
Excellent	5	6	5	6	4	7	6	2	5	4	7
Very good	13	11	14	13	14	16	12	12	14	13	14
Good	28	28	27	23	32	27	30	26	31	27	20
Fair	23	23	22	22	22	25	24	18	21	23	27
Poor	28	31	26	33	25	22	24	40	25	30	31
Don't know/not sure	3	1	5	3	3	3	4	1	3	3	2

TABLE 41 - (CONTINUED)

	PERCENT OF RESPONDENTS							AGE OF HOME (YEARS)		
	Total (399)	LOCATION			Peter- borough (80)	OWNERSHIP		<20 (121)	20-49 (145)	50+ (70)
		Metro Toronto (161)	Other Total (238)	Kitchener/ Waterloo (78)	Sault Ste. Marie (80)					
Excellent	5	3	7	9	9	3	5	7	4	6
Very good	13	11	15	11	20	14	14	13	14	16
Good	28	24	31	27	34	31	26	31	31	23
Fair	23	19	25	24	17	34	23	22	24	19
Poor	28	41	19	24	17	16	29	26	25	34
Don't know/not sure	3	3	3	4	3	3	2	3	3	3

Reactions to Replacing With High-Rise

The following tables summarize reactions to the concept of "Removing rundown buildings and replacing them with new high-rise apartments and condominiums" (REPLACE - HIGH), as a means of meeting future housing needs.

As shown in Table 42, the majority of respondents felt that high-rise accommodation:

- would be too expensive for most people (68%), but not too expensive for them personally (52%)
- would be attractive to many people (72%), but not to them personally (82%)
- would result in crowding (71%)
- should not be encouraged by the Ontario Government (50%).

Only 10% of respondents felt that they would probably be living in a high-rise accommodation during the next decade.

TABLE 42

IMAGE OF REPLACING WITH HIGH-RISE BUILDINGS

	% OF ALL RESPONDENTS				
	<u>Strongly Agree</u>	<u>Total Agree</u>	<u>Total Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know</u>
This type of housing would probably be too expensive for most people	24	59	34	7	7
This type of housing would probably be too expensive for me	21	40	52	27	8
This type of housing would be attractive to many people	21	72	20	4	8
I would like to live in this type of housing	5	16	82	70	3
I will probably live in this type of housing in the next ten years	3	10	86	73	4
Communities with this type of housing would probably be too crowded	46	71	24	6	5
The government of Ontario should think of ways to encourage more of this type of housing	12	43	50	27	7

Twice as many respondents (32%) saw no advantages or benefits to this approach than saw no disadvantages or problems (16%, Tables 43 and 44).

The advantages of replacing with high-rise buildings included:

- more housing
- improves neighborhoods
- efficient use of land
- close to amenities
- lower cost (Tables 43 and 45).

The disadvantages of replacing with high-rise buildings included:

- crowding
- cost
- not suitable for children
- social problems (Tables 44, 46 and 47).

Less positive toward high-rise accommodation were younger people and higher income respondents (Table 46).

TABLE 43

ADVANTAGES OF REPLACING WITH HIGH-RISE BUILDINGS

<u>All Respondents</u>	(399) %
I don't see any advantages or benefits with this approach	32
Create more housing/help the housing shortage - more people in one area	35
Improve the neighborhood/city in general	14
Making use of valuable land/space	10
Get rid of slum areas/rundown buildings	8
Location/close to everything/shopping/public transportation	6
Cheaper/would cost less	5
Good for people who don't want the responsibility of owning a house	4

TABLE 44

DISADVANTAGES OF REPLACING WITH HIGH-RISE BUILDINGS

<u>All Respondents</u>	(399) %
I don't see any disadvantages or problems with this approach	16
Overcrowding/too many people in small area/living too close together	33
Too expensive/cost too much	17
No freedom for children/nowhere to play/not suitable for raising children	10
Would be a bigger fire hazard	8
Not attractive/look out of place/spoil the scenery/ruin the look of the neighborhood	6
Tenants/landlords don't take care of them/soon get rundown/become slums	6
Lack of privacy	6
Would mean changing city services/need more facilities/schools/police/fire department	6
Will encourage crime/increase crime rate	5
Problems with neighbors/might not live the way you do/conflicts/fights/racial problems	4
Too high up/like to be closer to the ground	4
Underground parking problems	4
Would increase density of people/cause congestion/heavy traffic	4
No need for more/too many around now	3
Don't like elevators/poor service/long waits	3

TABLE 45

WHY REPLACING WITH HIGH-RISE BUILDINGS IS AN EXCELLENT,
 VERY GOOD, OR GOOD IDEA

<u>Respondents Who Rated Idea as Excellent, Very Good or Good</u>	(152) %
Create more housing/help the housing shortage - more people in one area	36
Improve the neighborhood/city in general	17
Making use of valuable land/space	12
Get rid of slum areas/rundown buildings	12
Location/close to everything/shopping/public transportation	7
Good for people who don't want the responsibility of owning house	7
Cheaper/would cost less	6
Save on energy/cheaper to heat larger buildings than individual homes	3
High-rise apartments have lots of conveniences/pool/parking/security guards	3
Depends on location/area/rezoning	3
Would be safer than old rundown buildings	3
Single family homes are too expensive	3

TABLE 46

WHY REPLACING WITH HIGH-RISE BUILDINGS IS A FAIR IDEA

<u>Respondents Who Rated Idea as Fair</u>	(104) %
Create more housing/help the housing shortage/more people in one area	23
Overcrowding/too many people on small area/living too close together	12
Doesn't appeal to me/but many people like this type of housing	8
Should fit into landscaping of area	7
Get rid of slum areas/run-down buildings	6
No freedom for children/nowhere to play/not suitable for raising children	6
The cost/would be expensive	6
Making use of valuable land/space	5
Improve the neighborhood/city in general	5
Could become run-down if not looked after	5
Don't like high-rises	5
Would mean changing city services/need more facilities/schools/police/fire department	4
Cheaper to renovate older houses	3

TABLE 47

WHY REPLACING WITH HIGH-RISE BUILDINGS IS A POOR IDEA

<u>Respondents Who Rated Idea as Poor</u>	(133) %
Overcrowding/too many people in small area/living too close together	29
Too expensive/cost too much	16
Too high up/like to be closer to the ground	10
Tenants/landlords don't take care of them/soon get rundown/become slums	6
Problems with neighbors/might not live the way you do/conflicts/fights/racial problems	6
Not attractive/look out of place/spoil the scenery/ruin the look of the neighborhood	5
No freedom for children/nowhere to play/not suitable for raising children	4
Not suitable for older people	4
There is no need to conserve space/lots of land available	4
This city isn't equipped/ready for high-rise apartments	4
Would be a bigger fire hazard	3
Cheaper to renovate older homes	3
Will encourage crime/increase crime rate	3
Lack of privacy	3
Area/surrounding houses may be rundown	3
No need for more/too many around now	3
No particular reason	6

TABLE 48

RATING OF REPLACEMENT WITH HIGH-RISE BUILDINGS

	Total (399)	GENDER		PERCENT OF RESPONDENTS					FAMILY INCOME		HOUSEHOLD SIZE		
		Male (197)	Female (202)	AGE			<\$15m (102)	\$15-25m (137)	\$25m+ (114)		HOUSEHOLD SIZE		
				18-34 (158)	35-54 (119)	55+ (121)					1-2 (154)	3-4 (186)	5+ (59)
Excellent	5	6	5	4	5	7	4	5	5		7	4	3
Very Good	8	7	8	6	6	11	15	4	7		11	6	5
Good	25	28	22	23	24	29	14	28	33		27	25	22
Fair	26	26	26	31	28	18	28	29	21		21	30	27
Poor	33	31	36	33	36	31	33	34	33		30	34	39
Don't Know/Not Sure	3	1	3	2	1	5	6	1	1		5	1	3

TABLE 48 - (CONTINUED)

	PERCENT OF RESPONDENTS										
	Total (399)	LOCATION					OWNERSHIP		AGE OF HOME (YEARS)		
		Metro Toronto (161)	Other Total (238)	Kitchener/ Waterloo (78)	Sault Ste. Marie (80)	Peter- borough (80)	OWNERSHIP		AGE OF HOME (YEARS)		
							Own (255)	Rent (144)	<20 (121)	20-49 (195)	50+ (70)
Excellent	5	4	6	8	9	3	6	4	6	4	7
Very Good	8	9	7	6	7	7	7	9	9	8	6
Good	25	25	25	28	26	21	27	22	18	30	23
Fair	26	17	32	35	29	33	26	27	28	27	23
Poor	33	42	28	22	27	34	32	36	37	30	34
Don't Know/Not Sure	3	4	2	1	1	3	3	2	2	1	7

Reactions to Changing Non-Residential Buildings

The following tables summarize reactions to the concept of "Changing available non-residential buildings, such as warehouses and factories, into apartments or condominiums" (CHANGE), as a means of meeting future housing needs.

As shown in Table 49, the majority of respondents felt that living units in converted warehouses and factories:

- would not be too expensive for most people (52%) or for them personally (58%)
- would not be attractive to them personally (79%) -- the largest proportion felt that this type of accommodation would not be attractive to many people (49%)
- would result in crowding (52%)
- should not be encouraged by the Ontario Government (56%).

Less than 10% of respondents felt that they would probably be living in converted non-residential buildings during the next decade.

TABLE 49

IMAGE OF LIVING UNITS IN NON-RESIDENTIAL BUILDINGS

	% OF ALL RESPONDENTS				
	<u>Strongly Agree</u>	<u>Total Agree</u>	<u>Total Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know</u>
This type of housing would probably be too expensive for most people	14	32	52	17	16
This type of housing would probably be too expensive for me	14	27	58	30	15
This type of housing would be attractive to many people	11	44	47	26	9
I would like to live in this type of housing	4	14	79	68	7
I will probably live in this type of housing in the next ten years	3	7	87	72	7
Communities with this type of housing would probably be too crowded	25	52	37	12	12
The government of Ontario should think of ways to encourage more of this type of housing	14	35	56	35	9

Forty-one percent of respondents saw no advantages or benefits to changing non-residential buildings as a means to meet housing needs; 16% saw no disadvantages or problems (Table 50 and 51).

The advantages of changing included:

- efficient use of existing buildings
- more housing/housing in the city core
- inexpensive to renovate
- improve areas in the city (Tables 50 and 52).

The disadvantages of changing included:

- cost
- buildings and locations not suitable for residential purposes
- might put people out of work
- lack of amenities close by
- dirty environment (Tables 51, 53 and 54).

Less positive to this approach to housing were higher income respondents, those with larger households and Kitchener/Waterloo residents (Table 55).

TABLE 50

ADVANTAGES OF CHANGING NON-RESIDENTIAL BUILDINGS

<u>All Respondents</u>	(399) %
I don't see any advantages or benefits with this approach	41
Would make use of existing buildings/available unused space	18
Would make more housing available	15
Would upgrade old industrial areas/add nice balance/improve the neighborhood	9
Less costly approach/only have to renovate/build the inside/save on land costs	8
Would provide more living accommodation in city/centrally located	5
Cheaper housing/rents would be lower	4
Would depend on their location and proximity to schools/shopping/transportation	3

TABLE 51

DISADVANTAGES OF CHANGING NON-RESIDENTIAL BUILDINGS

<u>All Respondents</u>	(399) %
I don't see any disadvantages or problems with this approach	16
Costly proposition/too expensive to change over/renovate/provide services	17
Industrial area/warehouse/factory nearby railroads/not suitable for residential area/should not mix residential and industrial	11
Location/bad/poor areas of town/not attractive place to live/ beside rundown buildings	8
Decrease business area/put people out of work/industry is needed/ not enough places to work	8
Overcrowding/too many people in small area	8
Lack of city facilities/not near to schools/church/stores/not serviced by buses/transportation problems	8
Buildings not built for this purpose/not properly laid out/problems with plumbing/window space/built for industry/not for housing	6
Heavy traffic/congestion/moving people into city core causing overcrowding during rush hour	4
Area not suitable for raising children/nowhere to play	4
Wouldn't want to live in an ex-factory/old warehouse or factory/ can't make them like new	4
Too noisy/trucks going in and out/trains/other factories	4
Dirty environment/fumes/smoke/pollution	3
Would create slums/tenants/would neglect housing/would become rundown	3

TABLE 52

WHY CHANGING NON-RESIDENTIAL BUILDINGS IS AN EXCELLENT,
 VERY GOOD, OR GOOD IDEA

<u>Respondents Who Rated Idea as Excellent, Very Good or Good</u>	(109) %
Would make use of unused/existing buildings/land	26
Would make more housing available	19
Less costly approach	11
Would provide more housing for low income/retired people - young families	8
Improves the appearance of the building/can make attractive housing	7
Would provide more living accommodation downtown/in the city	7
Revitalizes downtown core/city - eliminates slums	6
Would improve the area	6
The buildings are usually sound/well built	6
Structure is there, you only have to renovate the interior	6
It would depend on the location - close to schools/work	5
If close to industrial it should remain industrial	4
The services/facilities are already there	3
It would depend on the cost of the renovation	3
Factories are usually not in high density areas	3

TABLE 53

WHY CHANGING NON-RESIDENTIAL BUILDINGS IS A FAIR IDEA

<u>Respondents Who Rated Idea as Fair</u>	(87) %
Would make more housing available	10
Industrial area - pollution/noise/railroads	10
Costly proposition	8
This kind of housing would turn into a slum area	8
Make use of existing building/available unused space	6
Location - run down areas/overall quality of neighborhood	6
Depends on the nature of the building - if suitable/sturdy enough for renovating	6
Factories are needed - jobs - decreasing industrial area	6
Reasonable, cheaper rent	5
No advantages for children - no place to play - no good for families	5
Immigrants/people on welfare/low income would live there	5
People wouldn't want to live there	3
Should build new - better to tear down factories and warehouses	3
Depends if services were near - practical living areas near stores and hospital	3
Should be done only if necessary	3
Has advantages and disadvantages - depends on person's point of view	3

TABLE 54

WHY CHANGING NON-RESIDENTIAL BUILDINGS IS A POOR IDEA

<u>Respondents Who Rated Idea as Poor</u>	(177) %
Industrial area/warehouse/and factory nearby railroads/not suitable for residential area/should not mix residential and industrial	18
Costly proposition/too expensive to change over/renovate/provide services	17
Buildings not built for this purpose/not properly laid out/problems with plumbing/window space/built for industry not housing	13
Decrease business area/put people out of work/industry is needed/not enough places for work	10
Wouldn't want to live in an ex-factory/old warehouse or factory/can't make them like new	10
Too noisy/trucks going in and out/trains/other factories	6
Location/bad/poor areas of town/not attractive place to live/beside rundown buildings	6
Would create slums/tenants would neglect housing/would become run-down	5
Lack of city facilities/not near to schools/church/stores/not serviced by buses/transportation problems	4
Dirty environment/fumes/smoke/pollution	4
Should just tear down buildings and make new buildings	4
We don't have these kind of buildings/factories available	3
Area not suitable for raising children/nowhere to play	3
Factories would have to build elsewhere	3
Wouldn't be attractive/wouldn't seem like a home	3

TABLE 55

RATING OF CHANGING NON-RESIDENTIAL BUILDINGS

	PERCENT OF RESPONDENTS											
	GENDER		AGE			FAMILY INCOME				HOUSEHOLD SIZE		
	Total (399)	Male (197)	Female (202)	18-34 (158)	35-54 (119)	55+ (121)	<\$15m (102)	\$15-25m (137)	\$25m+ (114)	1-2 (154)	3-4 (186)	5+ (59)
Excellent	3	1	5	5	3	-	2	4	3	2	3	7
Very good	9	9	10	8	8	12	15	4	10	12	8	5
Good	15	16	14	16	13	17	6	19	16	16	16	12
Fair	22	20	23	24	21	20	27	23	20	20	26	12
Poor	44	49	40	40	46	48	46	44	43	45	40	56
Don't know/not sure	7	4	9	7	8	4	4	7	8	5	7	9

TABLE 55 - (CONTINUED)

	PERCENT OF RESPONDENTS										
	Total (399)	LOCATION					OWNERSHIP		AGE OF HOME (YEARS)		
		Metro Toronto (161)	Other Total (238)	Kitchener/ Waterloo (78)	Sault Ste. Marie (80)	Peter- borough (80)	Own (255)	Rent (144)	<20 (121)	20-49 (145)	50+ (70)
Excellent	3	4	3	-	5	3	3	3	5	2	3
Very good	9	9	9	5	13	10	9	10	9	8	14
Good	15	17	14	10	16	15	14	17	15	15	16
Fair	22	21	23	14	19	35	21	24	17	26	20
Poor	44	42	46	68	33	37	46	41	45	45	40
Don't know/not sure	7	7	6	3	15	-	7	6	10	4	7

Opinions on Housing and Energy Issues

As shown in Table 56, most respondents agreed that:

- it is important to properly insulate older buildings now (95%)
- it is important to preserve older buildings (88%)
- in future fewer people will be able to afford to buy a home (90%)
- there are fewer people in the average family today (95%)
- due to high energy and land costs, people will have to settle for small living units in the future (84%) .
- transportation costs are making it more attractive to live close to work (78%).

About half the respondents felt that they:

- would rather live in an older house than a new house (53%)
- would like to have an energy audit completed on their home (52%).

OPINIONS ON HOUSING AND ENERGY ISSUES

	% OF ALL RESPONDENTS				
	<u>Strongly Agree</u>	<u>Total Agree</u>	<u>Total Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know/ Does Not Apply</u>
In the future fewer people will be able to afford to buy a home	73	90	8	3	2
It's very important to preserve older buildings to maintain the character of our city	59	88	9	2	3
I'd rather live in an older home than a new home	32	53	34	16	11
There are fewer people in the average family today	71	95	3	-	2
Because of increasing energy and land costs, we will have to settle for smaller homes and apartments in the future	46	84	13	7	3
Increasing transportation costs are making it much more attractive to live closer to where I work	50	78	12	4	10
Energy costs will increase so much during the 80's that it is very important to properly insulate all types of older buildings now	79	95	3	-	2
I'd like to have an expert come into my home and tell me how to make my home more energy efficient	28	52	31	17	17

Opinions about Renovations, Duplexing and Government Involvement

As shown in Table 57, most respondents felt that:

- a warranty program covering renovations was needed (90%)
- an information centre was needed (86%)
- major repairs should be subsidized on rental units for low income families (83%).

Respondents were generally divided or uncertain as to whether there were or were not enough contractors and tradesmen skilled in home repair and renovation.

The majority of respondents thought that renovating in older homes was often just as expensive as replacing it (57%).

Only 10% of the respondents had been involved in major home repairs or renovations during the past 5 years, which involved borrowing money from a financial institution. Of these 38 respondents¹, 79% reported that it was easy for them to borrow the money they needed; 55% found it very easy. However, 10% of these respondents found it very difficult.

¹Small base

OPINIONS ON RENOVATION, DUPLEXING AND

GOVERNMENT INVOLVEMENT

119.

	% OF ALL RESPONDENTS				
	<u>Strongly Agree</u>	<u>Total Agree</u>	<u>Total Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know/ Does Not Apply</u>
There is a need for a reference centre having information on renovation and energy conservation techniques available to professionals and homeowners	56	86	8	3	6
A warranty program for renovations and conversions is needed like the one for new housing	62	90	3	2	7
There are not enough contractors and tradesmen skilled in home renovation and repair	16	37	43	20	21
Often renovating an older home is just as expensive as knocking it down and starting again	33	57	35	13	9
Major repairs should be subsidized on rental units for low income families, to keep the rent affordable	53	83	14	6	3
Zoning by-laws should be changed to permit more single-family dwellings to be converted into multiple-family dwellings (duplexes, triplexes)	16	43	47	27	10
I wouldn't mind if some single family houses in my neighbourhood were converted into multiple-family dwellings	9	35	58	43	7
The government should stay out of the housing field	12	29	63	37	9

Just less than half of the respondents were opposed to changing zoning by-laws to permit more duplexing, and the majority (58%) opposed duplexing in their own neighborhood.

Opposition to duplexing in their neighborhood was higher among owners than renters (63% vs. 49%); 51% of owners were strongly opposed.

Slightly more (61% vs. 55%) urban residences from smaller centres were opposed to duplexing in their neighborhood than were Toronto residents.

Concerns about Housing in the 80's

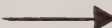

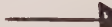
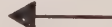
Eighty-five percent of respondents had at least one concern about housing during the 1980's. More likely to have concerns were younger respondents (18-34, 91%), residents of smaller urban centres (91% -- see Table 58) and those who anticipate moving sometime in the foreseeable future (90%).

Table 58 summarizes the concerns expressed by those interviewed as part of this study. The most frequent concerns centred around:

- mortgage rates (especially in smaller urban centres)
- housing costs.

CONCERNS ABOUT HOUSING DURING THE 1980'S

(QUESTION 13)

	% OF ALL RESPONDENTS		
	Total (399)	Metro Toronto (161)	Other Cities (238)
Interest/mortgage rates are too high	26	11	37 
Houses cost too much/are too expensive	24	26	22
Poor quality workmanship/material/ building standards	11	6	14 
Shortage of housing/availability of housing	9	11	8
Heating/fuel/energy/costs are too high/ expensive	9	7	10
Young couples/people can't afford to buy houses	7	3	10
People can't/no one can afford to buy houses	7	6	8
Property taxes are too high/expensive	7	3	10 
Rent is too high/expensive	6	5	6
Too expensive/costs are too high	5	7	7
Should be building energy efficient homes - solar/insulated/gas	5	2	6
Not enough lower cost housing available	3	2	4
Overcrowding/high density/no privacy/ causes crime	3	4	2
High cost of land/property	3	1	4
Nothing in particular	15	24	9 

13. What concerns, if any, do you have about housing during the 1980's?
Anything else?

What Government Should Do

The majority of respondents felt that government should be involved in housing (63% - see Table 57). Respondents were asked what government should do in the field of housing.

As shown in Table 59, only 5% of respondents thought that the government should do nothing about housing and an additional 9% didn't know what the government should do. The remaining respondents had a variety of suggestions, the most frequent of which concerned:

- mortgage rates
- construction standards
- subsidies and loans.

TABLE 59

WHAT GOVERNMENT SHOULD DO ABOUT HOUSING

(QUESTION 14)

	% OF ALL RESPONDENTS		
	Total (399)	Metro Toronto (161)	Other Cities (238)
Lower interest/mortgage rates	20	17	23
Control/supervise/improve building standards/codes/inspections	12	10	14
Provide lower cost/cheap/affordable housing	7	4	8
Reduce/lower property taxes	6	5	7
Keep/have rent controls	5	4	6
Assist first home buyers/young people - grants/subsidies	5	4	6
Subsidize/finance/give grants - to make housing affordable	5	4	6
Government should stay out of it/do nothing	5	5	5
Build more homes/houses	5	9	2
Give grants/subsidies for repair	5	7	3
Give grants/subsidies for energy improvements - insulation, thermal windows	4	3	5
Provide housing/rent subsidies/grants/aid to low income families/the poor	4	3	5
Help/assist with renovations/repairs/upkeep	3	6	2
Control/stabilize interest/mortgage rates	3	1	5
Control the cost/price of homes/houses	3	3	4
Require people to maintain/keep up their homes/buildings	3	2	4
Have insulation/energy efficiency standards for builders/home owners	3	3	3
Control crowding/high density housing - limit population	3	4	2
Don't know/no comment	9	12	7

14. And one final question about housing. What, if anything, should the



APPENDICES

APPENDIX A:
CONTACT TALLIES

CONTACT TALLIES

	<u>METRO TORONTO</u>	<u>KITCHENER/ WATERLOO</u>	<u>SAULT STE. MARIE</u>	<u>PETER- BOROUGH</u>
Not at home	412	41	74	60
Refused	216	51	25	122
Language problem	50	14	15	4
Occupation screener	39	2	10	2
Rent quota -- male	4	1	--	--
Own quota -- male	138	27	22	16
Rent quota -- female	16	--	--	2
Own quota -- female	175	16	59	14
Completed	<u>161</u>	<u>78</u>	<u>80</u>	<u>80</u>
TOTAL	1211	230	285	300

APPENDIX B:
QUESTIONNAIRE

HOUSING STUDY

ASK TO SPEAK TO MALE/FEMALE HEAD OF HOUSEHOLD ACCORDING TO QUOTA.

REINTRODUCE IF NECESSARY.

RECORD SEX: 1 Female
 2 Male WATCH QUOTAS

A. First of all, do you own or rent your residence?

 1 Own WATCH QUOTAS
 2 Rent

B. Do you or does anyone in your household or immediate family work for...(READ LIST)

	<u>YES</u>	<u>NO</u>
An advertising agency	<input type="checkbox"/>	<input type="checkbox"/>
A TV station, radio station, magazine or newspaper	<input type="checkbox"/>	<input type="checkbox"/>
The Provincial or Municipal Government	<input type="checkbox"/>	<input type="checkbox"/>
A construction company	<input type="checkbox"/>	<input type="checkbox"/>
A Marketing Research firm	<input type="checkbox"/>	<input type="checkbox"/>

IF "YES" TO ANY OF THE ABOVE, THANK AND TERMINATE.

RECORD TYPE OF BUILDING:

O W N

- 1 Single family detached/semi-detached
- 2 Town house/row house/condominium/other
- 3 Other (specify) _____

R E N T

- 1 Single family detached/semi-detached/town house/row house/ condominium
- 2 An apartment building under 4 stories high
- 3 An apartment building 4+ stories high
- 4 A flat
- 5 Other (specify) _____

1. Now, could you please tell me how many years you have been living at this address?
(DO NOT READ LIST)

1 Less than 1 year
2 1 - 4.9 years
3 5 - 9.9 years
4 10 - 19.9 years
5 20+ years
x Don't know

2. How many years old would you say your home/your building is? (IF RESPONDENT SAYS
"I DON'T KNOW", SAY: Please give me your best estimate.)

1 Less than 20 years old
2 Between 20 and 49 years old
3 50 years old or older
x Don't know

3. How many finished rooms, not counting bathrooms, are there in your home?

NO. OF ROOMS: _____ (USE "0" FOR 10+)

4. In what ways, if any, do you consider your current residence to be inadequate for
your needs? Anything else?

5. Taking everything into consideration, how happy would you say you are with your
current residence overall? Would you say you are.....(READ LIST)

1 Very happy
2 Quite happy
3 Not very happy
4 Not at all happy
x Don't know/no answer

6. When do you think you will most likely move from your current residence? Do
you think you will move.....(READ LIST)

1 Within the next 12 months
2 In 1 to 5 years
3 More than 5 years from now
4 Never
5 Don't know/not sure

GO TO Q.7.a

SKIP TO Q.9

7.a) When you move next time, what is the first thing you will look for when selecting a new place to live? (PROBE) Anything else?

b) What else will you look for when selecting a new place to live? (PROBE) Anything else?

8.a) And, still thinking about your next move, do you think your next residence will be.....(READ LIST)

- 1 Larger than your current residence
- 2 About the same size
- 3 Smaller than your current residence
- x Don't know/not sure

b) Do you think your next residence will be.....(READ LIST)

- 1 In the central part of the city
- 2 In the suburbs
- 3 In the country
- 4 Other (specify) _____
- x Don't know/not sure

c)- And what type of dwelling do you think your next residence will most likely be?
(DO NOT READ LIST)

- 1 Single family detached
- 2 Single family semi-detached
- 3 Town house
- 4 Row house
- 5 Condominium
- 6 Apartment in a house
- 7 Apartment in a low rise
- 8 Apartment in a high rise
- 9 Other (specify) _____
- x Don't know

d) Do you think you will own or rent your next residence?

- 1 Own
- 2 Rent
- x Don't know/not sure

e) In comparison with your current household, do you think there will be.....
(READ LIST)

- 1 More
- 2 The same
- 3 Or fewer people in your next residence
-
- x Don't know

f) How much difficulty do you think you will have finding the type of residence you want at a cost you can afford? Do you think it will be.....(READ LIST)

- 1 Very difficult
- 2 Somewhat difficult
- 3 Fairly easy
- 4 Very easy
-
- x Don't know/not sure

ASK EVERYONE

9. There has been quite a lot of discussion lately about housing - about mortgage rates, heating and maintenance costs, changes in household size, real estate prices, and so on.

There are a number of approaches that could be taken to meet our housing needs in the future. I am going to read to you a brief description of a number of possible approaches and then ask you a few questions about it. Here is the first approach.

HAND APPROPRIATE COLOUR CODED CARD TO RESPONDENT AND READ
DESCRIPTION OUT LOUD.

This approach for meeting housing needs in the future would emphasize:

BUILDING NEW HOUSING, RANGING FROM DETACHED HOUSES TO APARTMENTS
AND CONDOMINIUMS, ON LAND ON THE OUTSKIRTS OF YOUR CITY.

- a) What do you see as the advantages or benefits of this approach to meet our future housing needs? (PROBE) Anything else?

☐ Don't know/not sure

☐ I don't see any advantages or benefits with this approach.

- b) What do you see as the disadvantages or problems of this approach to meet our future housing needs? (PROBE) Anything else?

☐ Don't know/not sure

☐ I don't see any disadvantages or problems with this approach.

- c) Taking everything into consideration, how would you rate this approach as a way of meeting our future housing needs? Would you say this approach is.....

5 Excellent

4 Very good

3 Good

2 Fair

1 Poor

x Don't know/not sure

- d) Why do you say that? (PROBE) Anything else?

e) This approach to housing would result in:

NEW HOUSING, RANGING FROM DETACHED HOUSES TO APARTMENTS AND
CONDOMINIUMS, ON LAND ON THE OUTSKIRTS OF YOUR CITY.

Now I would like to get your impressions of this type of housing approach.
To do this I would like you to tell me how much you agree or disagree with
a number of statements as it applies to this housing approach. Please
use the rating scale on this card to give me your answer as I read each
statement. (HAND CARD) (START WITH STATEMENT MARKED WITH AN "X")

	AGREE STRONGLY	AGREE SOMEWHAT	NEITHER AGREE NOR DISAGREE	DISAGREE SOMEWHAT	DISAGREE STRONGLY	DON'T KNOW
_____ This type of housing would probably be too expensive for most people	5	4	3	2	1	x
_____ I would like to live in this type of housing	5	4	3	2	1	x
_____ The government of Ontario should think of ways to encourage more of this type of housing	5	4	3	2	1	x
_____ This type of housing would probably be too expensive for me	5	4	3	2	1	x
_____ Communities with this type of housing would probably be too crowded	5	4	3	2	1	x
_____ I will probably live in this type of housing in the next ten years	5	4	3	2	1	x
_____ This type of housing would be attractive to many people	5	4	3	2	1	x

TAKE BACK DESCRIPTION CARD AND HAND RESPONDENT NEXT COLOUR CODED
DESCRIPTION CARD.

This approach for meeting housing needs in the future would emphasize:

REPAIRING, INSULATING AND GENERALLY UPGRADING HOUSES AND APARTMENTS,
IN OLDER NEIGHBOURHOODS OF YOUR CITY.

- a) What do you see as the advantages or benefits of this approach to meet our future housing needs? (PROBE) Anything else?

☐ Don't know/not sure

☐ I don't see any advantages or benefits with this approach.

- b) What do you see as the disadvantages or problems of this approach to meet our future housing needs? (PROBE) Anything else?

☐ Don't know/not sure

☐ I don't see any disadvantages or problems with this approach.

- c) Taking everything into consideration, how would you rate this approach as a way of meeting our future housing needs? Would you say this approach is.....

5 Excellent

4 Very good

3 Good

2 Fair

1 Poor

x Don't know/not sure

- d) Why do you say that? (PROBE) Anything else? _____

e) This approach to housing would result in:

UPGRADED HOMES AND APARTMENTS IN OLDER NEIGHBOURHOODS OF YOUR CITY.

Now I would like to get your impressions of this type of housing approach. To do this I would like you to tell me how much you agree or disagree with a number of statements as it applies to this housing approach. Please use the rating scale on this card to give me your answer as I read each statement. (HAND CARD) (START WITH STATEMENT MARKED WITH AN "X")

	AGREE STRONGLY	AGREE SOMEWHAT	NEITHER AGREE NOR DISAGREE	DISAGREE SOMEWHAT	DISAGREE STRONGLY	DON'T KNOW
_____ This type of housing would probably be too expensive for most people	5	4	3	2	1	x
_____ I would like to live in this type of housing	5	4	3	2	1	x
_____ The government of Ontario should think of ways to encourage more of this type of housing	5	4	3	2	1	x
_____ This type of housing would probably be too expensive for me	5	4	3	2	1	x
_____ Communities with this type of housing would probably be too crowded	5	4	3	2	1	x
_____ I will probably live in this type of housing in the next ten years	5	4	3	2	1	x
_____ This type of housing would be attractive to many people	5	4	3	2	1	x

TAKE BACK DESCRIPTION CARD AND HAND RESPONDENT NEXT COLOUR CODED DESCRIPTION CARD.

This approach for meeting housing needs in the future would emphasize:

GUTTING AND COMPLETELY RENOVATING RUNDOWN HOUSES AND APARTMENTS
IN OLDER NEIGHBOURHOODS IN YOUR CITY.

- a) What do you see as the advantages or benefits of this approach to meet our future housing needs? (PROBE) Anything else?

☐ Don't know/not sure

☐ I don't see any advantages or benefits with this approach.

- b) What do you see as the disadvantages or problems of this approach to meet our future housing needs? (PROBE) Anything else?

☐ Don't know/not sure

☐ I don't see any disadvantages or problems with this approach.

- c) Taking everything into consideration, how would you rate this approach as a way of meeting our future housing needs? Would you say this approach is.....

5- Excellent

4 Very good

3 Good

2 Fair

1 Poor

x Don't know/not sure

- d) Why do you say that? (PROBE) Anything else? _____

e) This approach to housing would result in:

COMPLETELY RENOVATED HOUSES AND APARTMENTS IN OLDER NEIGHBOURHOODS
IN YOUR CITY.

Now I would like to get your impressions of this type of housing approach.
To do this I would like you to tell me how much you agree or disagree with
a number of statements as it applies to this housing approach. Please
use the rating scale on this card to give me your answer as I read each
statement. (HAND CARD) (START WITH STATEMENT MARKED WITH AN "X")

	AGREE STRONGLY	AGREE SOMEWHAT	NEITHER AGREE NOR DISAGREE	DISAGREE SOMEWHAT	DISAGREE STRONGLY	DON'T KNOW
_____ This type of housing would probably be too expensive for most people	5	4	3	2	1	x
_____ I would like to live in this type of housing	5	4	3	2	1	x
_____ The government of Ontario should think of ways to encourage more of this type of housing	5	4	3	2	1	x
_____ This type of housing would probably be too expensive for me	5	4	3	2	1	x
_____ Communities with this type of housing would probably be too crowded	5	4	3	2	1	x
_____ I will probably live in this type of housing in the next ten years	5	4	3	2	1	x
_____ This type of housing would be attractive to many people	5	4	3	2	1	x

TAKE BACK DESCRIPTION CARD AND HAND RESPONDENT NEXT COLOUR CODED
DESCRIPTION CARD.

This approach for meeting housing needs in the future would emphasize:

CHANGING AVAILABLE NON-RESIDENTIAL BUILDINGS, SUCH AS WAREHOUSES
AND FACTORIES, INTO APARTMENTS OR CONDOMINIUMS.

- a) What do you see as the advantages or benefits of this approach to meet our future housing needs? (PROBE) Anything else?

☐ Don't know/not sure

☐ I don't see any advantages or benefits with this approach.

- b) What do you see as the disadvantages or problems of this approach to meet our future housing needs? (PROBE) Anything else?

☐ Don't know/not sure

☐ I don't see any disadvantages or problems with this approach.

- c) Taking everything into consideration, how would you rate this approach as a way of meeting our future housing needs? Would you say this approach is.....

5 Excellent

4 Very good

3 Good

2 Fair

1 Poor

x Don't know/not sure

- d) Why do you say that? (PROBE) Anything else?

e) This approach to housing would result in:

APARTMENTS AND CONDOMINIUMS IN FORMER WAREHOUSES AND FACTORIES.

Now I would like to get your impressions of this type of housing approach. To do this I would like you to tell me how much you agree or disagree with a number of statements as it applies to this housing approach. Please use the rating scale on this card to give me your answer as I read each statement. (HAND CARD) (START WITH STATEMENT MARKED WITH AN "X")

	AGREE STRONGLY	AGREE SOMEWHAT	NEITHER AGREE NOR DISAGREE	DISAGREE SOMEWHAT	DISAGREE STRONGLY	DON'T KNOW
_____ This type of housing would probably be too expensive for most people	5	4	3	2	1	x
_____ I would like to live in this type of housing	5	4	3	2	1	x
_____ The government of Ontario should think of ways to encourage more of this type of housing	5	4	3	2	1	x
_____ This type of housing would probably be too expensive for me	5	4	3	2	1	x
_____ Communities with this type of housing would probably be too crowded	5	4	3	2	1	x
_____ I will probably live in this type of housing in the next ten years	5	4	3	2	1	x
_____ This type of housing would be attractive to many people	5	4	3	2	1	x

TAKE BACK DESCRIPTION CARD AND HAND RESPONDENT NEXT COLOUR CODED DESCRIPTION CARD.

This approach for meeting housing needs in the future would emphasize:

DIVIDING BIG HOUSES INTO SMALLER INDIVIDUAL UNITS.

- a) What do you see as the advantages or benefits of this approach to meet our future housing needs? (PROBE) Anything else?

☐ Don't know/not sure

☐ I don't see any advantages or benefits with this approach.

- b) What do you see as the disadvantages or problems of this approach to meet our future housing needs? (PROBE) Anything else?

☐ Don't know/not sure

☐ I don't see any disadvantages or problems with this approach.

- c) Taking everything into consideration, how would you rate this approach as a way of meeting our future housing needs? Would you say this approach is.....

5 Excellent

4 Very good

3 Good

2 Fair

1 Poor

x Don't know/not sure

- d) Why do you say that? (PROBE) Anything else?

e) This approach to housing would result in:

SMALLER HOUSING UNITS IN LARGER HOMES.

Now I would like to get your impressions of this type of housing approach. To do this I would like you to tell me how much you agree or disagree with a number of statements as it applies to this housing approach. Please use the rating scale on this card to give me your answer as I read each statement. (HAND CARD) (START WITH STATEMENT MARKED WITH AN "X")

	<u>AGREE</u> <u>STRONGLY</u>	<u>AGREE</u> <u>SOMEWHAT</u>	<u>NEITHER</u> <u>AGREE NOR</u> <u>DISAGREE</u>	<u>DISAGREE</u> <u>SOMEWHAT</u>	<u>DISAGREE</u> <u>STRONGLY</u>	<u>DON'T</u> <u>KNOW</u>
_____ This type of housing would probably be too expensive for most people	5	4	3	2	1	x
_____ I would like to live in this type of housing	5	4	3	2	1	x
_____ The government of Ontario should think of ways to encourage more of this type of housing	5	4	3	2	1	x
_____ This type of housing would probably be too expensive for me	5	4	3	2	1	x
_____ Communities with this type of housing would probably be too crowded	5	4	3	2	1	x
_____ I will probably live in this type of housing in the next ten years	5	4	3	2	1	x
_____ This type of housing would be attractive to many people	5	4	3	2	1	x

TAKE BACK DESCRIPTION CARD AND HAND RESPONDENT NEXT COLOUR CODED DESCRIPTION CARD.

This approach for meeting housing needs in the future would emphasize:

REMOVING RUNDOWN BUILDINGS AND REPLACING THEM WITH NEW LOW RISE BUILDINGS,
SUCH AS TOWN HOUSES, ROW HOUSES AND LOW RISE APARTMENTS AND CONDOMINIUMS.

- a) What do you see as the advantages or benefits of this approach to meet our future housing needs? (PROBE) Anything else?

☐ Don't know/not sure

☐ I don't see any advantages or benefits with this approach.

- b) What do you see as the disadvantages or problems of this approach to meet our future housing needs? (PROBE) Anything else?

☐ Don't know/not sure

☐ I don't see any disadvantages or problems with this approach.

- c) Taking everything into consideration, how would you rate this approach as a way of meeting our future housing needs? Would you say this approach is.....

5 Excellent

4 Very good

3 Good

2 Fair

1 Poor

x Don't know/not sure

- d) Why do you say that? (PROBE) Anything else? _____

e) This approach to housing would result in:

NEW LOW RISE HOUSING SUCH AS TOWN HOUSES, NEW HOUSES, AND LOW RISE APARTMENTS AND CONDOMINIUMS, REPLACING RUNDOWN BUILDINGS.

Now I would like to get your impressions of this type of housing approach. To do this I would like you to tell me how much you agree or disagree with a number of statements as it applies to this housing approach. Please use the rating scale on this card to give me your answer as I read each statement. (HAND CARD) (START WITH STATEMENT MARKED WITH AN "X")

	AGREE STRONGLY	AGREE SOMEWHAT	NEITHER AGREE NOR DISAGREE	DISAGREE SOMEWHAT	DISAGREE STRONGLY	DON'T KNOW
_____ This type of housing would probably be too expensive for most people	5	4	3	2	1	x
_____ I would like to live in this type of housing	5	4	3	2	1	x
_____ The government of Ontario should think of ways to encourage more of this type of housing	5	4	3	2	1	x
_____ This type of housing would probably be too expensive for me	5	4	3	2	1	x
_____ Communities with this type of housing would probably be too crowded	5	4	3	2	1	x
_____ I will probably live in this type of housing in the next ten years	5	4	3	2	1	x
_____ This type of housing would be attractive to many people	5	4	3	2	1	x

TAKE BACK DESCRIPTION CARD AND HAND RESPONDENT NEXT COLOUR CODED DESCRIPTION CARD.

This approach for meeting housing needs in the future would emphasize:

REMOVING RUNDOWN BUILDINGS AND REPLACING THEM WITH NEW HIGH
RISE APARTMENTS AND CONDOMINIUMS.

- a) What do you see as the advantages or benefits of this approach to meet our future housing needs? (PROBE) Anything else?

☐ Don't know/not sure

☐ I don't see any advantages or benefits with this approach.

- b) What do you see as the disadvantages or problems of this approach to meet our future housing needs? (PROBE) Anything else?

☐ Don't know/not sure

☐ I don't see any disadvantages or problems with this approach.

- c) Taking everything into consideration, how would you rate this approach as a way of meeting our future housing needs? Would you say this approach is.....

5 Excellent

4 Very good

3 Good

2 Fair

1 Poor

x Don't know/not sure

- d) Why do you say that? (PROBE) Anything else? _____

e) This approach to housing would result in:

NEW HIGH RISE APARTMENTS AND CONDOMINIUMS, REPLACING RUNDOWN BUILDINGS.

Now I would like to get your impressions of this type of housing approach. To do this I would like you to tell me how much you agree or disagree with a number of statements as it applies to this housing approach. Please use the rating scale on this card to give me your answer as I read each statement. (HAND CARD) (START WITH STATEMENT MARKED WITH AN "X")

	AGREE STRONGLY	AGREE SOMEWHAT	NEITHER AGREE NOR DISAGREE	DISAGREE SOMEWHAT	DISAGREE STRONGLY	DON'T KNOW
_____ This type of housing would probably be too expensive for most people	5	4	3	2	1	x
_____ I would like to live in this type of housing	5	4	3	2	1	x
_____ The government of Ontario should think of ways to encourage more of this type of housing	5	4	3	2	1	x
_____ This type of housing would probably be too expensive for me	5	4	3	2	1	x
_____ Communities with this type of housing would probably be too crowded	5	4	3	2	1	x
_____ I will probably live in this type of housing in the next ten years	5	4	3	2	1	x
_____ This type of housing would be attractive to many people	5	4	3	2	1	x

TAKE BACK DESCRIPTION CARD AND HAND RESPONDENT NEXT COLOUR CODED DESCRIPTION CARD.

REMOVE ALL DESCRIPTION CARDS AND LEAVE AGREE/DISAGREE CARD IN FRONT OF RESPONDENT.

ASK EVERYONE:

10. There have been many statements made about housing. I am going to read some of these statements to you, and I would like you to tell me how much you agree or disagree with each statement, using the same rating scale as we just finished using. (START WITH STATEMENT MARKED WITH AN "X")

	AGREE STRONGLY	AGREE SOMEWHAT	NEITHER AGREE NOR DISAGREE	DISAGREE SOMEWHAT	DISAGREE STRONGLY	DON'T KNOW	DOES NOT APPLY
_____ Because of increasing energy and land costs, we will have to settle for smaller homes and apartments in the future	5	4	3	2	1	x	y
_____ I'd like to have an expert come into my home and tell me how to make my home more energy efficient	5	4	3	2	1	x	y
_____ I'd rather live in an older home than a new home	5	4	3	2	1	x	y
_____ In the future fewer people will be able to afford to buy a home	5	4	3	2	1	x	y
_____ It's very important to preserve older buildings to maintain the character of our city	5	4	3	2	1	x	y
_____ The government should stay out of the housing field	5	4	3	2	1	x	y
_____ There are not enough contractors and tradesmen skilled in home renovation and repair	5	4	3	2	1	x	y
_____ There is a need for a reference centre having information on renovation and energy conservation techniques available to professionals and homeowners	5	4	3	2	1	x	y
_____ Major repairs should be subsidized on rental units for low income families, to keep the rent affordable	5	4	3	2	1	x	y
_____ A warranty program for renovations and conversions is needed like the one for new housing	5	4	3	2	1	x	y
_____ Zoning by-laws should be changed to permit more single-family dwellings to be converted into multiple-family dwellings (duplexes, triplexes)	5	4	3	2	1	x	y

10.(cont'd)

	AGREE STRONGLY	AGREE SOMEWHAT	NEITHER AGREE NOR DISAGREE	DISAGREE SOMEWHAT	DISAGREE STRONGLY	DON'T KNOW	DOES NOT APPLY
Increasing transportation costs are making it much more attractive to live closer to where I work	5	4	3	2	1	x	y
There are fewer people in the average family today	5	4	3	2	1	x	y
I wouldn't mind if some single family houses in my neighbourhood were converted into multiple family dwellings	5	4	3	2	1	x	y
Energy costs will increase so much during the 80's that it is very important to properly insulate all types of older buildings now	5	4	3	2	1	x	y
Often renovating an older home is just as expensive as knocking it down and starting again	5	4	3	2	1	x	y

ASK EVERYONE:

11. Have you done any major home repairs or renovations in the last 5 years that required borrowing money from a bank or loan company?

1 Yes

2 No

3 Don't know

SKIP TO Q. 13

IF "YES" IN Q. 11, ASK:

12. How difficult was it to borrow the money that you needed? Was it.....(READ LIST)

1 Very difficult

2 Somewhat difficult

3 Fairly easy

4 Very easy

x Don't know

ASK EVERYONE:

13. What concerns, if any, do you have about housing during the 1980's? Anything else?

14. And one final question about housing. What, if anything, should the government do in the housing field? Anything else?

BASIC DATA

Finally, just a few questions for classification purposes only.

1. How many people are there in your household, including yourself?

1 One	7 Seven
2 Two	8 Eight
3 Three	9 Nine
4 Four	0 Ten +
5 Five	-----
6 Six	y Refused

2. Which of these best describes your marital status?

1 Married or living common law
2 Separated
3 Single/divorced
4 Widowed

y Refused

3. In which age category may I place you? (READ LIST)

1 Under 34
2 35 - 54
3 55 or over

y Refused

4. Which of these best describes your educational background? (READ LIST)

1 Did not complete vocational training or high school
2 Completed vocational training or high school
3 Some college/university
4 Completed college/university or more

y Refused

5. What is your occupation? By that I mean the type of work you do and not your job title or place of employment.

OCCUPATION: _____

6. And finally, which of these best describes your total household income before taxes? (READ LIST)

1 Under \$15,000.
2 Between \$15,000. and \$24,999.
3 Between \$25,000. and \$34,999.
4 \$35,000. or over

y Refused

NAME: _____ TEL.NO: _____

ADDRESS: _____ CITY: _____

INTERVIEWER: _____ DATE: _____

VALIDATED BY: _____

APPENDIX C:

BASIC DATA

BASIC DATA

	% OF ALL RESPONDENTS		
	<u>Total</u> (399)	<u>Metro</u> <u>Toronto</u> (161)	<u>Kitchener/Waterloo</u> <u>Sault Ste. Marie/</u> <u>Peterborough</u> (238)
<u>SEX</u>			
Male	51	51	50
Female	49	49	50
<u>AGE</u>			
18-34	40	39	40
35-54	30	32	29
55+	30	29	31
Refused	-	-	-
<u>EDUCATION</u>			
Did not complete vocational training or high school	34	34	34
Completed vocational training or high school	33	35	31
Some college/university	20	14	24
Refused	-	-	-
<u>OCCUPATION</u>			
Professional	8	9	8
Business executive/owner/ manager	3	3	3
Salesperson	4	4	5
Clerical	14	21	10
Skilled labour	16	13	19
Unskilled labour	10	14	8
Housewife	28	24	31
Retired	12	10	13
Unemployed	1	1	-
Student	3	1	4
Not stated	1	1	1
<u>HOUSEHOLD INCOME</u>			
Under \$15,000.	26	24	27
Between \$15,000. and \$24,999.	34	38	32
Between \$25,000. and \$34,999.	17	15	18
\$35,000. or over	12	16	10
Refused	12	8	14

(continued)

BASIC DATA

(continued)

	% OF ALL RESPONDENTS		
	Total (399)	Metro Toronto (161)	Kitchener/Waterloo Sault Ste. Marie Peterborough (238)
<u>MARITAL STATUS</u>			
Married/common law	75	72	77
Separated	3	2	4
Single/Divorced	13	14	12
Widowed	9	11	17
<u>HOUSEHOLD SIZE</u>			
1	6	7	6
2	32	38	28
3	22	21	22
4	25	24	26
5	9	6	11
6	4	3	4
7+	2	1	3
<u>TYPE OF BUILDING AND ACCOMODATION</u>			
a) <u>Own</u>	(64)	(60)	(67)
Single family detached/semi-detached	62	58	64
Town house/row house/condominium/other	2	1	2
Other	-	-	1
b) <u>Rent</u>	(36)	(40)	(33)
Single family detached/semi-detached/town house/row house/condominium	15	15	15
An apartment building under 4 stories high	13	14	12
An apartment building 4+ stories high	6	10	3
A flat	2	1	3

(continued)

BASIC DATA

(continued)

	% OF ALL RESPONDENTS		
	Total (399)	Metro Toronto (161)	Kitchener/Waterloo Sault Ste. Marie/ Peterborough (238)
<u>AGE OF BUILDING</u>			
Less than 20 years old	30	18	40
Between 20 and 49 years old	49	50	48
50 years old or older	18	26	12
Don't know	3	6	2
<u>NUMBER OF ROOMS</u>			
<4	8	14	4
4	14	14	14
5	24	26	23
6	24	24	23
7	15	14	16
8	7	3	10
9+	7	4	9
<u>TENURE AT THIS RESIDENCE</u>			
Less than 1 year	17	17	17
1- 4.9 years	30	29	31
5- 9.9 years	16	16	16
10-19.9 years	15	15	14
20+ years	23	24	22
Don't know	-	-	-

